



FOR IMMEDIATE RELEASE

Quality Craft Welcomes Next Level in Leadership

Vancouver, Canada (May, 2017) –Quality Craft, an innovative company focused on surfaces and storage, announces the appointment of Dennis Hale as its new president. Bringing more than 20 years of experience in the hardware and tool category, Hale assumes this key leadership role, effective immediately, with a focused eye towards product development and growth in category leadership and market share.

Quality Craft has a rich heritage of product development in tool storage and flooring, and has enjoyed success in being first to market with innovative ideas, adapting to new technology and responding to incoming trends. Hale's appointment as president will take this leadership to the next level by applying more rigorous processes and procedures to product development, so that customers can expect a new cadence of product introductions.

Hale joins the Quality Craft team having most recently been Vice President Sales/Marketing for Belwith Products LLC, where he was a senior sales and leadership executive for this global manufacturer of decorative hardware, door security and home automation products. Prior to this role, Hale held the position of Vice President Sales, Hardware, Farm, Industrial and Special Markets for Alltrade Tools LLC. His longstanding career and experience in the tool industry also stems from key leadership roles at Swanson Tool Co.

"Dennis brings a wealth of proven leadership capability coupled with defined expertise in our specific product category," said John Brice, CEO. "We look forward to seeing his influence in ramping up our product development machine and his focused efforts towards growth in Quality Craft's share of the market and evolving product offerings."

Hale intends to build upon Quality Craft's solid company foundation and its long-standing commitment to providing quality products. With more than 30 years of experience, coupled with extensive industry knowledge, manufacturing partnerships and a robust shipping network, Quality Craft works to ensure that its customers receive the best products at the best price. The Surfaces division includes a large range of items such as vinyl, laminate, engineered hardwood, carpet tile, and cork flooring, as well as wall tile. The Storage division offers a catalog of tool chests and cabinets, portable truck boxes, garage storage, storage racks, sawhorses, utility carts and workbenches.

Quality Craft's prior president, Barry Retchloff, remains committed to the success of the business. While enjoying retirement and time with his family, he will remain a dedicated shareholder and member of the board of directors.

About Quality Craft

Quality Craft is an innovative company comprised of Quality Craft Home Improvement Products and Quality Craft Industries divisions. The surfaces division covers flooring and wall products, while the storage division specializes in tool and garage storage solutions. Each division is home to a team of professionals with vast industry specific knowledge and experience, who bring innovative product design and development to each category. Products are sold through home centers and mass merchants as well as regional building centers and flooring stores throughout the United States and Canada. For more information, please visit www.qualitycraft.com.

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