



Electrozad named one of Canada's Best Managed Companies, announces brand update

Windsor, ON – March 7, 2019 –

Electrozad Supply Company Limited was recognized for overall business performance and sustained growth with the prestigious Canada's Best Managed Companies designation. Now in its 26th year, Canada's Best Managed Companies is one of the country's leading business awards programs recognizing Canadian-owned and managed companies for innovative, world-class business practices.

This year marks the second time that the company has earned the designation, having been awarded in 2018. ElectroZad was selected for their commitment to service and quality, business diversification, modern marketing strategies, and their focus on employee development and corporate culture.

"Businesses today need to be thinking long-term to succeed, and this year's Best Managed winners are truly going the distance in investing in the future," said Lorrie King, Partner, Deloitte and Co-Leader, Canada's Best Managed Companies program. "These companies can celebrate their accomplishments today, and should be excited for tomorrow."

The announcement is celebrated by the company in tandem with the launch of their updated identity and new corporate logo. The company will now be known simply as ElectroZad, and will continue to deliver on their legacy of service excellence and commitment to their customers, suppliers, and employees.

The company's logo and promotional elements have been updated to reflect clean and concise branding with modern elements that will carry ElectroZad into the future as the electrical and automation industries evolve.

"This announcement of the strategic branding update for ElectroZad is another important step as our organization continues to evolve and diversify while holding true to the original values of the company," said William C. Smith, President of ElectroZad.

The new branding builds upon the evolution of the company as an electrical wholesale distributor, while opening the door for further growth and innovation. ElectroZad has recently announced new service and process business units, designed to meet evolving customer expectations and align with the priorities of an increasingly connected world.

The Best Managed program is sponsored by Deloitte Private, CIBC, Canadian Business, Smith School of Business, and TMX Group.

About Canada's Best Managed Companies

Canada's Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$15 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner (one of the new winners selected each year); 2) Canada's Best Managed Companies winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual

operational and financial review); 3) Gold Standard winner (after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years); 4) Platinum Club member (winners that have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte, CIBC, Canadian Business, Smith School of Business, TMX Group and MacKay CEO Forums. For further information, visit www.bestmanagedcompanies.ca.

Electrozad was incorporated in 1955 and has grown to be the largest independently owned Electrical Distributor in Southwestern Ontario with locations in Chatham, London, Sarnia and Windsor. These facilities offer services and solutions to the Automotive, Contractor, Food & Beverage, Institutional, Machine Tool, OEM, Petrochemical markets and industries.

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