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STEEL KING INDUSTRIES, INC.

For Immediate Release

Craig Heil Named as Specialty Products Manager for Steel King

Newly created position responsible for implementation and execution of sales strategies for Steel King's pushback racking, pallet flow racking, carton flow racking, containers, portable racks, and shipping racks

Stevens Point, WI — July 2, 2024 — Steel King Industries, a leading manufacturer of storage rack and material handling products announced that Craig Heil has been named to the newly created position of Specialty Products Manager at Steel King.

Heil joined Steel King in 2006 as an Inside Sales associate and also worked within the company's dynamic products group before becoming manager of Steel King's container, portable rack, and custom shipping rack sales.

In this new role, Heil will focus on building and leading a team dedicated to combining and growing these key product areas, to capitalize on market opportunities and enhance product offerings.

"This is an important new role for Craig and for Steel King." Said Don Heemstra, VP of Sales and Marketing for Steel King. "This combined group is responsible for Steel King's pushback, pallet flow, and carton flow racking, as well as containers, portable racks, and shipping racks. Most of these products are manufactured, or have components built, at our Stevens Point plant, underscoring the important nature of this position to the plant's success. Craig's deep expertise, coupled with his extensive knowledge of our products and dealer network, makes him exceptionally well-suited for this role."



About Steel King Industries

Since 1970, Steel King Industries has been manufacturing a full line of material handling products, including selective pallet racks, dynamic flow storage systems, cantilever racks, portable racks, and custom shipping racks, along with industrial steel containers and guard railing. Products are made using only U.S. steel. Innovation, customization, and design strength have earned Steel King the reputation as a leader in the material-handling marketplace. Headquartered in Stevens Point, WI, the company has over 500 employees with manufacturing facilities in Stevens Point and New London, WI and Rome, GA. For more information, visit steelking.com.

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