



June 19<sup>TH</sup>, 2017

## Gentec welcomes Mark Pottruff as Director of Operations

Joel Seigel, President and CEO of Gentec International is pleased to announce the appointment of Mr. Mark Pottruff as Director of Operations for the company.

“Mark brings over twenty years of operational and supply chain experience in the packaged goods marketplace to Gentec and we are excited to welcome him to Gentec. His past experience will be a valued addition to the company in our constant efforts to increase speed and efficiency,” stated Mr. Seigel.

Mark’s past experiences include roles at Stanley Black and Decker, Broan-NuTone Canada, Newell Rubbermaid, Virgin Mobile and General Mills. During his tenure at these organizations, he has managed all aspects of Customer Service, Warehousing, Transportation, Materials Management, Manufacturing, Procurement and 3PL relationships.

Please join us in welcoming Mark to the Gentec team. Mark can be reached directly at [mpottruff@gentec-intl.com](mailto:mpottruff@gentec-intl.com). For any additional information, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email [media@gentec-intl.com](mailto:media@gentec-intl.com).

### **About Gentec International**

Founded in 1990, Gentec International is Canada’s leading consumer accessory products company, recognized as one of Canada’s Best Managed Companies, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Sigma, Optex, SanDisk, Manfrotto, Gitzo, National Geographic, Lastolite, Phottix, Roots, Gary Fong, Black Rapid, iQ, Energizer, Energy, iShieldz, Ultralink, Bell’O, Klipsch, Pro-Ject Audio, Midland, Zeiss, Metra and Alpine. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

**Learn more – visit [www.gentec-intl.com](http://www.gentec-intl.com)**