



NEWS RELEASE

For Immediate Release

Klein Tools® and Super Rod Donate £1 Million of Products for Apprentices in JTL's National Center of Excellence

June 18, 2015 (Birmingham) – [Klein Tools](#), the number one hand tool choice of professional electricians in the United States, and [Super Rod](#), a leader in wire installation tools, today announced a significant financial investment in the United Kingdom's JTL, a top training program in the electrical sector.

With [Klein's](#) growing emergence in the United Kingdom, and evolving partnership with Super Rod, the companies elected to jointly donate £1 million to JTL, a not-for-profit training more apprentices than anyone else in the United Kingdom's building services engineering sector. The donation will supply apprentices studying at JTL's flagship National Center of Excellence in Birmingham with Klein Tools' electrical tools, which are manufactured using only the highest quality materials and superior workmanship.

"We are pleased with the partnership we have with Super Rod, and are thrilled to make the dual investment in JTL for the great work they do in training the next batch of this country's electricians," said Mark Klein, president of Klein Tools. "Klein Tools is focused on delivering quality tools and also wants to ensure the future success of apprentices in the electrical industry."

Klein Tools and Super Rod entered into a partnership at the end of last year to offer Klein's full range of high-quality electrical products to Super Rod's well-established distribution channel and sales network in Europe. Through the partnership, Klein Tools products can now be found in 411 City Electric stores across the United Kingdom and Ireland.

"In the time we have been partnered with Klein, we have seen only positive response and customer satisfaction for their tools," said Malcolm Duncan, managing director of Super Rod. "Apart from distributing their products, we are proud to say we are working with the company to make a significant investment in the skills and experience of the United Kingdom's electrician workforce."

JTL supports more than 5,000 young people in apprenticeship disciplines including electrical, plumbing, heating and ventilation, and engineering maintenance fields. The organization works with about 3,000 businesses in the United Kingdom to help place apprentices in corresponding positions.

"We are grateful to gain support from such prominent manufacturers in the electrical field," said Jon Graham – chief executive of JTL. "Klein Tools and Super Rod offer trustworthy products we can provide to our trainees that consistently perform with the highest quality on jobsites. Our apprentices in our National Center of Excellence will greatly benefit by learning with the latest and greatest."

###

About Klein Tools

Since 1857 Klein Tools, a family-owned and operated company, has been designing, developing and manufacturing premium-quality, professional-grade hand tools. The majority of Klein tools are manufactured in plants throughout the United States and are the number one choice among professional electricians and other tradespeople. For more information, visit www.kleintools.com.



About Super Rod

Listen, innovate, deliver – Super Rod puts customers at the heart of everything they do. This approach has enabled them to develop the world's leading cable installation system, delivering millions of hours of labour savings for its customers. Focused on the needs of the professional electrician, Super Rod continuously seeks industry innovations to provide the best hand tool solutions for their customers. For more information, visit www.super-rod.co.uk.

U.S. Media Contact:

Vanessa Igel
vanessa@reputationpartners.com
+1 312 428 3760

UK Media Contact:

Gina Dunn
gina@super-rod.co.uk
01495 792000

