



**FOR IMMEDIATE RELEASE**

Ericson Manufacturing, a leading manufacturer of Job site power and protection, jobsite lighting, portable power and pendant and control products is pleased to announce the appointment of Sales Outsource Solutions to represent Ericson across Canada, beginning October 1, 2023. This appointment is part of Ericson's continued commitment to better serve its Canadian customers, and channel partners.

"SOS has quickly demonstrated to the Ericson's team its commitment, understanding and expertise across its entire team to serve and support our Canadian end users, OEMs and our distributors nationally and we are thrilled to be able to work with their team, commented Brian Earl, Ericson's Vice President of Sales and Marketing.

To connect directly with the SOS team please visit, [http://salesoutsourcesolutions.com/our\\_team.php](http://salesoutsourcesolutions.com/our_team.php)

**About Sales Outsource Solutions** – originally formed in 1987 SOS represents several Industrial, Commercial and Telecommunication lines. Sales Outsource Solutions is a Canadian manufacturers representative agency with cross-country sales coverage. Their team of 21 sales and marketing and product specialists will offer our channel partners and the market the same Innovation, Experience and Technical Expertise Ericson is well know for.

**About Ericson Manufacturing Company** – founded in 1918, in Cleveland, OH., with its first patent for the insulated handlamp, Ericson has grown significantly by offering safe, high-quality electrical products for the construction, commercial and manufacturing industry. With decades of patented electrical firsts, Ericson, still fourth generation family owned, manufacturers over 96% of its product in the U.S. and Canada. Safety has been our standard since our founding in 1918, to well over 12,000 products, all designed with quality, durability, and safety in mind. **Experience. Innovation. Expertise.**

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