

FOR IMMEDIATE RELEASE

Specified Technologies Inc. Forges Strategic Partnership with Sales Outsource Solutions to Expand Canadian Market Share

Somerville, July 8th, 2024 – Specified Technologies Inc. (STI), a leader in innovative fire protection solutions, proudly announces its continuing expansion into the Canadian market through a strategic partnership with the national sales firm Sales Outsource Solutions (SOS).

This partnership marks a significant milestone in Specified Technologies Inc.'s expansion strategy, aiming to further entrench their firestop solutions in the Canadian Telecommunications and Electrical sectors.

Specified Technologies Inc. brings extensive expertise and a diverse portfolio of solutions to address the unique needs of the Canadian market. The collaboration with Sales Outsource Solutions, a trusted name in Manufacturer Sales Representation, will play a crucial role in expanding the reach of STI's products into the Canadian marketplace.

Brian Didone, National Director - Conduit Solutions for Sales Outsource Solutions, commented, "We are extremely excited to be adding STI's first-in-class line of passive firestop products to our conduit solutions and cabling offering. STI is globally recognized as a pioneer in this field and their products complement our solutions across all of our pillars. Our SOS team is proud to be partnering with STI and look forward to growing their footprint in Canada."

The conduit systems approach by Sales Outsource Solutions began early in 2024. Conduit represents the backbone of every installed cable regardless of composition, application, signal, or voltage. By having access to all conduit types, SOS offers customers a choice in both material and installation method. This market approach ensures that Specified Technologies Inc.'s fire protection solutions can be seamlessly integrated into any project, assuring overall safety and compliance with engineered solutions. With SOS's conduit and cable expertise, Specified Technologies Inc.'s firestop products can be effectively utilized in a wide range of applications, providing comprehensive protection for infrastructure projects across Canada.

This strategic partnership with Sales Outsource Solutions underscores the importance of collaboration in fostering innovation and meeting the evolving needs of safety and sustainability in our ever-changing world.

For more information about Specified Technologies Inc. and its products, please visit www.stifirestop.com.

About Specified Technologies Inc.: Specified Technologies Inc. is dedicated to providing innovative fire protection solutions. Their products are designed to enhance safety and resilience in the construction and essential services industries. Leveraging advanced technologies, they strive to meet the highest standards of fire protection and safety. Through purpose-driven and innovative solutions, they aim to help communities and businesses achieve greater protection against fire hazards.

About Sales Outsource Solutions: Transform your business trajectory with Sales Outsource Solutions. Our strategic approach and expert outsourcing services empower your brand to thrive in the Canadian market.

From tailored sales strategies to innovative marketing solutions, we drive success and maximize your ROI. Partner with us to elevate your business to new heights.

Your success is our commitment at www.salesoutsourcesolutions.com.