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News Release

FOR IMMEDIATE RELEASE

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NSI Industries Appoints Tim Vanderaa as Director of National Accounts

HUNTERSVILLE, N.C., February 11, 2020 – NSI Industries, LLC, a leading provider of electrical and control products, today announced the appointment of Tim Vanderaa as the company’s director of national accounts. Vanderaa brings more than 20 years of sales experience and will be responsible for managing and leading the team of national accounts managers and responsible for developing sales strategies.

“Tim is distinctly qualified to lead our NSI national accounts team with his extensive experience in the electrical channel,” said Tom Wallace, executive vice president, sales, NSI Industries.

“His strong and proven prowess in sales, sales operations, sales management, pricing strategy and negotiation will be a great asset to growing the business. We are pleased he has joined the NSI family.”

Prior to joining NSI, Vanderaa spent most of his career as the director of sales for Greenlee in Kannapolis, North Carolina. He has also worked for Spectrum Brands Holdings, Inc., and most recently was the director of sales for Emerson for its commercial and residential solutions business.

Vanderaa received his bachelor’s degree in History from the University of Wisconsin-Madison. He will be based at NSI’s corporate headquarters in Huntersville, North Carolina.

For additional information about NSI visit www.nsiindustries.com.

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About NSI Industries

NSI Industries is a leading provider of electrical products covering over 25 product categories, addressing all the needs of electrical contractors and their customers. NSI has many innovative and respected products and brands including: TORK® mechanical and digital time switches, photocontrols and occupancy sensors; WarriorWrap™ electrical tapes; and Polaris®, the original insulated connector. Providing over 40 years of innovative, profitable and quality solutions to its distributor partners, NSI's sustained level of success is attributable to a constant focus on its distributor partnerships and helping them find new ways to be successful. For more information about NSI Industries and its products, visit www.nsiindustries.com.

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