



## NEWS RELEASE

FOR IMMEDIATE RELEASE – June 12, 2020

### MarketShare Signs on with GatorBar!

AHMEEK, Michigan – [Neuvokas Corp](#), a leading composite rebar manufacturer, is proud to announce it has engaged MarketShare, a co-operative manufacturer’s representative agency specializing in construction and industrial markets, to represent GatorBar sales in the states of Ohio, Kentucky, West Virginia and Western Pennsylvania.

Ken Keranen, Neuvokas COO said, “Over the last few years, we have concentrated our efforts in the Midwest. Due to market penetration, product awareness and customer demand, we are now expanding our footprint. We spoke with quite a few agencies and the one best aligned for GatorBar was MarketShare. Their experience within the construction products industry is very impressive and matches exceptionally well with GatorBar. We are excited to have entered into this partnership with them.”

GatorBar Glass is an industry changing, glass fiber composite rebar (GFRP) that is 100% made in the USA using 100% USA made materials. GatorBar Glass offers:

- The most economical composite rebar on the market.
- Pricing substantially better than steel at comparable strength and performance.
- 2x – 4x stronger in tensile strength than steel.
- 7x lighter in weight than steel.
- Zero-rust even in high chloride concrete and highly corrosive applications.

“Representing GatorBar is a natural extension of our offerings and allows us to leverage complimentary product to customers already within our retail partner network. We’ve known of GatorBar through mutual industry contacts for some time and when the opportunity to represent GatorBar presented itself, we wholeheartedly pursued this opportunity. We look forward to the mutual growth presented by this partnership,” said Michael Myers, MarketShare Managing Partner.

**About Neuvokas Corp:** [Neuvokas Corp](#) is based in Ahmeek, MI Michigan and produces industry leading composite rebar products for the concrete space using its proprietary and patented, high-speed manufacturing processes. Founded in 2013 by Erik Kiilunen and Ken Keranen from a simple observation: advances in manufacturing and material sciences would allow composite rebar to be produced competitively with its steel counterpart at higher levels of performance. For further information about or how to purchase GatorBar, please contact Neuvokas Corp at [info@neuvokascorp.com](mailto:info@neuvokascorp.com) or 906.934.2661

**About MarketShare:** [MarketShare](#) is an independent manufacturer’s representative firm, providing representation for a variety of products in the construction, industrial and rental markets throughout MI, OH, IN, KY, WV and Western PA. MarketShare works cooperatively to effectively cover a greater geography than any one of its respective companies could individually cover. It sells into the STAFDA, Industrial Distribution, Construction Supply and Rental markets. For additional information about MarketShare, please contact Michael Myers at [mmyers.mmg@gmail.com](mailto:mmyers.mmg@gmail.com) or 317.397.7024.

**NEUVOKAS CORPORATION**

PO BOX 220  
3206 #6 ROAD  
AHMEEK, MI 49901

906.934.2661  
INFO@GATORBAR.COM  
WWW.GATORBAR.COM