



NEWS RELEASE

FOR IMMEDIATE RELEASE – October 1, 2020

Covering Force Sales Agency to Represent GatorBar!

AHMEEK, Michigan – [Neuvokas Corp](#), a leading composite rebar manufacturer, is excited to announce it has engaged Covering Force Sales, a manufacturer’s representative agency specializing in construction supply markets, to represent GatorBar sales in Florida, Georgia and North and South Carolina. This is the latest in a series of recently announced agency engagements for Neuvokas.

Ken Keranen, Neuvokas COO said, “With this latest sales agency addition, I am proud to announce that we now have representation in all states east of the Mississippi River. Over the course of 2020, we met with many agencies and selected engagement partners we felt best fit our product and our sales philosophies. Covering Force Sales really stood out for us due to their distributor relationships within the construction supply, industrial and rental communities as well as their dedication to excellent customer service. Especially important was their focus on product demonstration, field training, prompt communication and follow-up. We look forward to beginning this partnership with Johnny and his team at Covering Force Sales.”

GatorBar Glass is an industry changing, glass fiber reinforced 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.

“Covering Force Sales is a focused manufacturer’s rep agency. We concentrate on unique opportunities, taking advantage of our existing relationships and exceptional customer service. We recently learned of GatorBar and quickly researched the product and company but immediately recognized its longer-term industry impact. When we were contacted by Ken to consider joining the sales effort, we jumped at the opportunity. We look forward to the mutual growth presented by this partnership with Neuvokas,” said Johnny Walker, President at Covering Force Sales.

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 or 906.934.2661

About Covering Force Sales, Inc.: Covering Force Sales is a manufacturer’s sales representative agency, providing representation for a variety of products in the construction supply communities throughout Florida, Georgia and North and South Carolina. It sells into the Industrial, Construction Supply and Rental markets. For additional information about Covering Force Sales, please contact Johnny Walker at john@coveringforcesales.com or 863.297.5547.

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