

## Hettich and Upper Canada Forest Products Establish Promising New Partnership in Western Canada

**Montreal, Quebec – April 14, 2022** – Hettich Canada is pleased to announce a new partnership agreement with Upper Canada Forest Products. The long-term agreement will enable both parties to leverage their collective strengths in order to grow the Hettich brand in Western Canada.

Hettich initially became part of the Upper Canada family in April 2021 following Upper Canada's acquisition of Pioneer Distributors, with which Hettich had an existing supply relationship. The driving force behind the recent agreement was a strategic decision by Upper Canada to expand its value proposition by adding hardware to its product offering.

"We are pleased to have achieved impressive growth in the Hettich line over the last year" said George Klukas, President and former owner of Pioneer Distributors, and now Upper Canada's Director - Product Management. "With this new agreement, we are excited to build upon Pioneer's previous success and work towards Upper Canada becoming the number one source for Hettich hardware in Western Canada."

"Our values and our vision for developing the market are very much in sync with those of Upper Canada," added Claudia Guhl, Regional Sales Manager, Hettich Canada. "We are currently building the foundation to accelerate growth in both the kitchen as well as in the 'bid and spec' segments, where we can benefit from Upper Canada's extensive knowledge and market presence. Upper Canada currently carries in inventory our latest innovations, such as our AvanTech You drawer system (<https://bit.ly/3JVYwli>) as well as our Actro 5D hardware, the best synchronized runners for wooden drawers" (<https://bit.ly/3uInfTM>).

"We are delighted to extend our partnership with Upper Canada and to lay the groundwork for our shared success," said René Dionne, President of Hettich Canada. "Our teams have already been collaborating and sharing their experiences and expertise. We've taken advantage of these most challenging times in the industry to learn to work together and to capitalize on our synergies."

Contact:  
Marcia Quaquarelli  
Marketing Specialist | Hettich Canada L.P.

120 Barr Street  
Montréal, Quebec H4T 1Y4 CANADA

Tel.: 514-333-3952 x 2215  
Fax: 514-333-3005  
Email: [marcia.quaquarelli@hettich.com](mailto:marcia.quaquarelli@hettich.com)



"Hettich products are known to be the best on the market. We are extremely pleased to enter into this new agreement with the Hettich team to develop a dominant position in the hardware category in Western Canada." said Warren Spitz, President and CEO, UCS Forest Group of Companies.

Hettich Canada supplies Upper Canada with a full range of furniture hardware products, such as AvanTech YOU and Atira drawer systems, Actro 5D and Quadro runners for wooden drawers, Sensys and Intermat hinges.

All parties are enthusiastic about this new phase of sustainable growth on the horizon, which will enable them to continue to enhance their value propositions.

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## About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. Over 7,400 members of staff in almost 80 countries work together towards the objective: developing intelligent technology for furniture. Hettich thus inspires people all over the world and is a valuable partner for the furniture industry, trade and craft.

The Hettich brand stands for consistent values: for quality and innovation. For reliability and customer proximity. Despite its size and international significance, Hettich has remained a family business. Being independent of investors means that the company has a free hand in shaping its future with a focus on the human element and sustainability.

In Canada, Hettich is headquartered in Montreal and has several warehouses and offices around the country. Additionally, Hettich Canada employs a full team of sales representatives and account managers dedicated to better serve our customers.

For more information, visit [www.hettich.com](http://www.hettich.com)

## About Upper Canada Forest Products

Upper Canada is part of the UCS Forest Group of Companies, which includes Sierra Forest Products in the United States, UCS Global internationally, and A&M Wood Specialty in Ontario.

Upper Canada has been serving Canadian customers for 35 years, with facilities in Vancouver, Victoria, Kelowna, Edmonton, Calgary and Toronto.

For more information, visit [www.ucfp.com](http://www.ucfp.com)

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