

FOR IMMEDIATE RELEASE

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SUDDEN IMPACT ANNOUNCES ACQUISITION BY A LEADING EXPERT IN THE PROMOTIONAL PRODUCTS INDUSTRY



It was announced today that Sudden Impact, a prominent provider in the British Columbia promotional products industry, has been acquired by Shannon Roth, a long-time team member within the organization.

This strategic move aligns with previous owner, Warren Kindellan's vision for growth. Shannon aims to expand Sudden Impact's portfolio of businesses and strengthen their presence in the competitive promotional products market.



Shannon Roth



Warren Kindellan

Shannon brings extensive experience and a remarkable track record of success in the promotional products sector. Shannon is also recognized for her dedication to innovation and customer service. Shannon is committed to upholding and enhancing Sudden Impact's reputation for delivering top-notch promotional products and exceptional service to their valued customers.

"We are thrilled to have Shannon at the helm of Sudden Impact. Shannon's unwavering commitment to excellence and customer satisfaction makes her the ideal leader to propel our business to new heights. I am confident that under Shannon's leadership, Sudden Impact will continue to thrive and flourish," stated Warren Kindellan.

Shannon shares her excitement about the acquisition, expressing, "Our family is thrilled to include Sudden Impact in our portfolio of businesses. We are eager to build upon its existing reputation of excellence, and elevate it to new levels. Our goal is to continue providing our customers with the best possible service and products in the industry."

As part of the acquisition, Shannon will retain all current employees and contractors, ensuring a seamless transition. Additionally, Warren Kindellan will continue contributing to the team as a Sales Representative serving his existing client list. Sudden Impact's service areas will also remain unchanged. Their new head office will be operating out of Langley, BC.

Customers will continue to receive the same level of excellence they have come to expect from Sudden Impact. While benefiting from Shannon's extensive expertise and guidance as the organization embarks on new ventures.

About Sudden Impact:

Established in 1999 by Warren Kindellan, Sudden Impact has evolved into a leading-edge distributor, offering best in class services to their clients. With a strong focus on creating innovative and creative promotional product solutions, Sudden Impact serves businesses in various industries, including Manufacturing, Construction, Distribution, Film, Technology, Automotive, and Insurance. The team of spirited and professional brand experts works closely with clients to develop exciting and memorable brands. With a blend of creativity and enthusiasm, Sudden Impact is dedicated to helping businesses elevate their brands to new levels.

About Shannon Roth:

With over 18 years of experience, Shannon Roth is a distinguished expert in the promotional products industry. Her commitment to innovation and exceptional customer service has resulted in a successful career. Shannon is now poised to expand Sudden Impact's portfolio of businesses in key industries. Born and raised in Langley, Shannon actively engages within her community and enjoys an active lifestyle with her husband and two daughters. Approachable, friendly, professional, and outgoing, Shannon is a creative thinker with a charismatic personality. Shannon believes in building strong relationships with her valued clients and embraces every opportunity for growth and learning.

For more information, please contact:

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Please note: We have a NEW address:

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