



NEWS RELEASE

Corporate Contact: Beverly Richards • KNIPEX Tools LP
847.398.8520 • beverly.richards@knipex-tools.com
Agency Contact: Rachel Kerstetter • Sonnhalter
216.242.0415 • rkerstetter@sonnhalter.com

For immediate release:

KNIPEX Tools Announces Sarah Cavallo as E-Commerce Sales and Support Specialist ***KNIPEX Tools grows its sales team to support e-commerce accounts.***

ARLINGTON HEIGHTS, Ill. – January 2017 – KNIPEX Tools LP announces Sarah Cavallo as e-commerce sales and support specialist. In this role, Cavallo is responsible for a number of e-commerce activities, including account management of Amazon.com, e-commerce online content, product attributes and marketing campaigns. She is also responsible for the support and development of e-commerce sales within all existing distribution channels and identifying new e-commerce opportunities.

With her new position, Cavallo will ensure all KNIPEX catalog product content is maximized. She will collaborate with KNIPEX’s marketing team on a product database to better manage and utilize product attribute details.

New to the hand tool industry, Cavallo has more than 10 years of e-commerce and retail sales experience in the jewelry and furniture industries. Prior to joining KNIPEX, she worked as a senior merchandiser and account manager at Wholesale Interiors, Inc. and an e-commerce associate at Roman & Sunstone.

“KNIPEX is very happy to welcome Sarah to our growing e-commerce team,” said Todd Shumate, president, KNIPEX Tools. “We are confident in her abilities to identify new opportunities for increasing e-commerce distribution and ensuring strong brand awareness and traffic during key sales periods.”

Cavallo currently lives in Elk Grove Village, Ill., with her husband. She earned an associate’s degree from Oakton Community College, and in her spare time she enjoys gardening, photography, playing guitar, sewing and writing.

About KNIPEX Tools

KNIPEX Tools LP is the North American sales and marketing organization of KNIPEX-Werk and is located in Arlington Heights, Ill. KNIPEX-Werk, Wuppertal, Germany, is the largest manufacturer of professional quality pliers in the world, producing up to 65,000 pliers per day, or up to 325,000 pliers each week. The company concentrates its efforts on being the best pliers manufacturer in terms of quality, innovation and efficiency and its pliers satisfy the highest expectations in terms of performance, ergonomics and service life. knipex-tools.com

###