



## NEWS RELEASE

FOR IMMEDIATE RELEASE – July 29, 2020

### Rosen, Fairbairn and Associates Signs on with GatorBar!

AHMEEK, Michigan – [Neuvokas Corp](#), a leading composite rebar manufacturer, is proud to announce it has engaged Rosen, Fairbairn and Associates, to represent GatorBar sales in the New England states of New York (Upstate), Vermont, New Hampshire, Maine, Massachusetts, Connecticut and Rhode Island.

Ken Keranen, Neuvokas COO said, “We continue to expand GatorBar sales representation outside of the Midwest as a result of increased customer demand and product awareness. In bringing Rosen Fairbairn into the GatorBar fold, we were very impressed with their experience within the construction products industry and the leverage their relationships and products could provide in representing GatorBar. This is an exceptional match for both organizations. We are very excited to begin working with Michael and Mike.”

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.
- Better price than steel at comparable strength and performance.
- 2x – 4x stronger in tensile strength than steel.
- 4x - 7x lighter in weight than steel.
- Zero-rust even in highly corrosive applications.

“Representing GatorBar is a natural extension of our current line-up and allows us to take advantage of complimentary offerings with customers already within our retail partner network. Hearing of their product through the industry, we sought out Neuvokas/GatorBar when we learned they were expanding their retail footprint outside of the Midwest. We are very excited for this opportunity to represent GatorBar and for the mutual growth afforded by this partnership,” said Michael Rosen, Rosen, Fairbairn and Associates President.

**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 Rosen, Fairbairn:** [Rosen, Fairbairn and Associates](#) is a multi-person sales agency covering New York State and New England in the construction and safety channels. It sells into the IWDC, STAFDA, AD, Net-Plus Alliance, Sphere One and Evergreen networks. For additional information about Rosen, Fairbairn and Associates, please contact Michael Rosen at [mer3448@aol.com](mailto:mer3448@aol.com) or 716.913.1251.

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