



## NEWS RELEASE

FOR IMMEDIATE RELEASE – March 28, 2022

### Intermountain Marketing Group to Represent GatorBar!

AHMEEK, Michigan – [Neuvokas Corp](#), the leading composite rebar manufacturer, is excited to announce it has engaged Intermountain Marketing Group, a manufacturer’s representative agency specializing in construction supply markets, to represent GatorBar sales in Colorado, Utah, New Mexico and Clark County (Las Vegas area), Nevada.

Ken Keranen, Neuvokas COO said, “We are exceptionally pleased to welcome Intermountain Marketing Group into the GatorBar family for the Middle and Southern Rockies. We have met with many sales representation agencies over these past two years in order to identify engagement partners we felt best fit our product and sales philosophies. IMG really impressed us with their dedication to distributor and customer education, customer service, communication and follow-up. They came very highly recommended. We look forward to growing this partnership with Brian and his team as we bring GatorBar to the growing Rocky Mountain region. With IMG’s selection, GatorBar now has local sales representation in all 50 states.”

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 with increased strength and performance.
- 2x – 4x stronger in tensile strength than steel.
- 4x - 7x lighter in weight than steel.
- Zero-rust.

“IMG provides mutually profitable partnerships to manufacturers, distributors and users throughout the greater Rocky Mountain Region. Composite rebar is a natural extension of our product offering. After researching manufacturers, we knew GatorBar and Neuvokas were our best paths forward. They were the first to develop the market for composite rebar reinforcement in flatwork, know how to educate and onboard distributors and match our educational focus. We look forward to the mutual growth presented by this partnership with Neuvokas/GatorBar,” said Brian Smith, CEO at Intermountain Marketing Group.

**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 Intermountain Marketing Group:** Intermountain Marketing Group is a seven-member manufacturer’s sales representative agency, providing representation within the concrete, plumbing, welding and pipeline supply markets throughout Colorado, Montana, Wyoming, Idaho, Utah, Arizona, New Mexico, El Paso, Texas, and Clark Country, Nevada. For additional information about Intermountain Marketing Group, please contact Brian Smith at [brian@imgsales.com](mailto:brian@imgsales.com) or 970.227.4642.

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