

For Immediate Release

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Electro-Federation Canada Announces 1st Annual Marketing Award Recipients

Toronto, ON, November 5th, 2014 – At the Electro-Federation Canada (EFC) “Future Forum”, held on November 4th at the Pearson Convention Center, eight organizations were presented with EFC’s 1st Annual Marketing Awards. This awards program recognizes EFC member organizations demonstrating marketing excellence and innovation within the Canadian electrical manufacturing and distribution and electronics industry.

The event celebrated recipients receiving the following awards: Event & Trade Show sponsored by Electrical Business; Merchandising & Promotion, sponsored by The Middleton Group; Social Media, sponsored by Kerrwil; and Sustainability, sponsored by Product Care. Visit www.electrofed.com/awards for both criteria and details on each award. The submissions were selected by an independent panel of judges with expertise in each area.

Customer Event/Trade Show award recipients –

- Manufacturer (under \$50M) - Convectair
- Manufacturer (over \$50M) - GE Industrial Solutions
- Distributor (over \$50M)- Lumen, a division of Sonepar Canada

Merchandising & Promotion award recipients –

- Manufacturer (over \$50M) - RC Lighting
- Distributor (under \$50M- Vaughan Electrical Supply
- Distributor (over \$50M)- Gescan, a division of Sonepar Canada

Social Media award recipient - Hammond Power Solutions, Manufacturer (over \$50M)

Sustainability award recipient - BRK Canada/Jarden Branded Consumables, Manufacturer (over \$50M)

“This awards program demonstrates marketing excellence within the EFC membership and is a forum to showcase innovation in the industry,” said Jim Taggart, President & CEO.

“The program is a success due to the initiative and dedication of the marketing & communications professionals representing EFC member companies” said John Jefkins, EFC Vice President, Marketing & Communications.

Also announced at the event, were the 2015 award categories- Event & Trade Show, Merchandising & Packaging, Sustainability, Integrated Marketing Campaign, Corporate Social Responsibility and e-Commerce/Web.

EFC will be accepting 2015 entries commencing in February . Visit www.electrofed.com/awards for information.

About Electro-Federation Canada

Electro-Federation Canada (EFC) is a national, not-for-profit industry association. Together, its councils represent over 300 member companies that manufacture, distribute and service electrical, electronics, and telecommunications products; contributing over \$50B to the Canadian economy and employing more than 130,000 workers in more than 1,400 facilities across Canada. Learn more at www.electrofed.com.