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SUPCO® TAPS INTO THE INGENUITY OF THE HVACR TRADE WITH ITS TRADEFOX™ BRAND *SUPCO® Engages with HVACR Technicians to Help Bring New Inventions to the Market*

Allenwood, NJ - September 16, 2020 - Sealed Unit Parts Co., Inc. (SUPCO®), a global manufacturer and distributor of HVACR and Appliance parts, has launched a product line brand called SUPCO® TradeFox™. Under the TradeFox™ label, SUPCO® helps HVACR technicians bring their ideas to life and to the market through SUPCO®'s years of experience in engineering, proprietary manufacturing and expansive national and global distribution reach.

The SUPCO® TradeFox™ brand highlights the ingenuity inherent in the HVACR trade, and within it, SUPCO® boasts the most unique technician-invented tools in the industry. These include the Attic Pro® Utility lift, invented by a firefighter/one-man HVAC technician who needed a way to lift furnaces into attics and the wildly popular Magnecover® Magnetic Umbrella Kit, invented by a technician who tied a speaker magnet to an umbrella to stay cool while working in the heat.

"There are smart, creative inventors within the HVACR trade solving problems by using what they have on hand," says Jim Adcox, Executive Vice President at SUPCO®, who works personally with each inventor in bringing their ideas onboard with the company. "We've seen a great response to SUPCO® TradeFox™ products because they come from within the trade in response to real scenarios technicians face on jobs."

Rounding out its 75th year in business, SUPCO® isn't a stranger to innovation. In fact, it was SUPCO®'s engineers who invented the patented Bullet® Line Tap valve in the 1960s, discovered the PTC technology behind their renowned two-wire air conditioning and refrigeration hard starts and manufactured the first ever electronic vacuum gauge in the 1990s.

"Innovation is part of who we are", says Chris Mancuso, CEO of SUPCO®. "Our in-house engineering team continuously works to conceptualize new products and improvements. We also realize an endless potential for innovative ideas can be found by tapping into those who understand the challenges of the job firsthand. For years, SUPCO® has invested in and supported the creativity found within the trade and we continue to do so through the SUPCO® TradeFox™ brand."

As for the "Fox" in "TradeFox™", "It's a symbolic nod to those who think on their feet," says Melissa Bennett, Director of Marketing for SUPCO®, who was responsible for conceptualizing the brand. "A fox is clever, quick-witted, adaptable and resourceful. So are the technicians who've invented these products." A central component of the SUPCO® TradeFox™ marketing campaign will focus on the inventors and the stories behind their products. "Sharing stories and experiences is a large part of the HVACR technician community", says Bennett. We see the SUPCO® TradeFox™ brand as a way to engage with technicians and let them know our inventors are just as important as the products."

SUPCO® encourages HVACR trade inventors who have product ideas to submit their interest in the SUPCO® TradeFox™ Inventor Program by sending an email with their contact information to: ideas@supcotradefox.com.

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About SUPCO®

For seventy-five years, Sealed Unit Parts Co., Inc., has been an innovative leader in the HVACR and Appliance parts industries designing, manufacturing and distributing high-performing parts, components, test instruments and tools.

Headquartered in Allenwood, NJ, SUPCO® operates proprietary manufacturing facilities in New Jersey, the Midwest and abroad. SUPCO® maintains a worldwide network of sales representatives and distributors to serve both domestic and international industries.

Within the last fifteen years, SUPCO®'s strategic growth has included acquisitions of Climate Technology Corporation®(CTC), A-1® Components, Cam-Stat®, Jason Industrial® Aftermarket Appliance, NAPCO® and Aquasolve Chemical Company.

Through innovation and quality manufacturing at value-driven prices, SUPCO® is committed to being "The Right Choice" in the HVAC, Refrigeration and Appliance parts industries.

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