

NEWS RELEASE

For Immediate Release

Media Contact:

Thomas Poh
Director, Marketing
Panduit Asia Pacific.
+65 63057575 x 74002
thomas.poh@panduit.com

Panduit StrongHold™ Becomes Australian Armwrestling Federation's Newest Major Sponsor

TINLEY PARK, Ill. — (February 28, 2019) — Panduit Corp., a global leader of innovative electrical and network infrastructure solutions, is pleased to announce that its StrongHold brand has become a major sponsor of the Australian Armwrestling Federation (AAF) for 2019/2020.

The sponsorship is officially being launched in March when the AAF participates in the annual Arnold Sports Festival in Melbourne and will feature Panduit's StrongHold product line. "As we celebrate 40 strong years of doing business in Australia, we are proud to be affiliated with a young but rapidly growing sport and to help with its promotion in the country," explained Wayne Goodall, Panduit Australia's director of business and Asia Pacific Industrial and Electrical Infrastructure business lead.

"The advantages of performance and durability that we instill into our StrongHold brand align nicely with the AAF's reputation of strength, power, and endurance. As part of our 40th anniversary celebration, we encourage our channels and customers to join us at each of the AAF's regional and state competitions."

Phil Rasmussen, president, Australian Armwrestling Federation added, "I am delighted to associate with a strong brand name that is relevant and beneficial to members and competitors."

About Panduit

Since 1955, Panduit's culture of curiosity and passion for problem solving have enabled more meaningful connections between companies' business goals and their marketplace success. Panduit creates leading-edge physical, electrical, and network infrastructure solutions for enterprise-wide environments, from the data center to the telecom room, from the desktop to the plant floor. Headquartered in Tinley Park, Ill., USA and operating in 112 global locations, Panduit's proven reputation for quality and technology leadership, coupled with a robust partner [ecosystem](#), help support, sustain, and empower business growth in a connected world. For more information, visit www.panduit.com.

About Panduit StrongHold

Panduit's StrongHold electrical and network supports and fasteners are ideal for reducing time and costs associated with cable management installation. They provide a reliable, high-quality solution for routing and securing power and communication cabling within commercial and industrial facilities. For more information about Panduit StrongHold products visit www.panduit.com/stronghold.

About Australian Armwrestling Federation

The Australian Armwrestling Federation is an organization dedicated to the growth of the exciting sport of armwrestling within Australia. With the primary aim of achieving mainstream recognition and the status of a true strength sport, the organization is working constantly to hold and promote armwrestling competitions of the highest possible level throughout Australia. Visit www.armwrestlingaustralia.com/ for more information about the AAF.

###