# The Brand Professional Woodworkers and Prosumers aspire to own

GENERAL INTERNATIONAL®
SINCE 1946

Woodworking Machinery
Metalworking Machinery
Air Compressors & More

Excalibur

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## Who We Are

General International is an Innovator & manufacturer of woodworking, metalworking, & air power equipment solutions engineered to increase performance in the home & workplace. Our long history combined with an endless dedication to quality, safety, and service are the industry leading qualities that transform General International prospects into lifetime customers.

*"The long term growth and success of General International lies in our vertically integrated, low cost, innovative manufacturing capabilities combined with an ability to quickly respond to you and your customer's dynamic needs".*

**Patrick Perry**, President - General International

# Our History

In 1946, following the end of World War II, General established several manufacturing facilities in Montreal Canada to produce high quality Commercial/Industrial woodworking & metalworking machinery. During the past 70 years, the General name grew to represent several generations of technical, high precision equipment. In 2003 General acquired the "Excalibur" brand of scroll saws and woodworking accessories. The 2014 acquisition of General by one of the largest Global manufacturers of woodworking machinery, metalworking machinery & air compressors created the perfect combination of North America market expertise and large scale manufacturing capabilities.

## General International Today

Today, General International's branded "**Green Line**" of Industrial Products is considered to be the gold standard of woodworking and metalworking machinery. With the recent addition of the new "**Red Line**" of G.I. branded woodworking machinery, metalworking machinery & air compressors, General's customer base has expanded from a wide range of metalworking & woodworking businesses to include contractors and homeowners. G.I. branded products are sold exclusively through the General International U.S. headquarters and Master Distribution Facilities based near Toledo Ohio, & through the Canadian Distribution and corporate office facility located in Montreal Quebec.

Since it's inception, General International remains a privately-owned business committed to delivering innovative products, solutions, and domestic services that exceed customer expectations.

# Our U.S. Organization - Executive Leadership

60+ years of combined Industry Experience In North America

**Patrick Perry:** President G.I. North America

Patrick has served in various roles in the tool and equipment business during the past 30 years. His knowledge base in the world of consumer and Industrial tools, machinery, fasteners, lighting, and maintenance supplies has been invaluable to General International's growth. Mr. Perry has been an integral part of General's strategic business development in Canada. He has extensive experience in overseas manufacturing and private label customization of various power tool platforms.

**John Brown :** VP Sales & Marketing G.I. USA

John has an extensive background in New Business Development and Marketing Communications including retail merchandising, advertising, digital assets, web strategy, and next generation retail programs. In addition to his North America sales and marketing experience, John's previous engineering & new product development responsibilities with 2 large International tool & equipment manufacturers generated multiple patent awards across numerous power tool and equipment categories. Mr. Brown's portfolio also includes 30+ years of cumulative brand development & International sales responsibilities.

# Our Organization
# General International North America
**Whitehouse OH, Montreal Quebec**

The G.I. North America facilities in the U.S. and Canada are home to our Executive team, Administrative support group, Purchasing, Customer Service, Sales, Marketing, Accounting, Distribution and Operations personnel.

**Customer Service QR (Quick Response) Department:** Unlike most competitors, we manage all customer service related inquiries from end-users and dealers to retail store personnel from our U.S. and Canadian headquarters. Our goal is to quickly and efficiently provide clear and concise information critical to maximizing sales and generating solutions. Our highly trained customer service representatives are empowered to solve customer concerns.

**Marketing Communications:** Our vertically integrated in-house creative department produces customized merchandising, advertising, and market leading online programs. General's packaging, pre-purchase decision signage and retail displays are designed to drive $ales & margins.

**Accounting & Purchasing:** Our skilled purchasing staff insure that material costs always remain globally competitive. All North America A/R & A/P functions are managed at the G.I. North America Headquarter locations.

**Global Sales Team:** The General Sales network provides personal localized field sales expertise domestically and internationally.

# Our Customers & OEM Brands

**The General International brand** is known throughout North America for the **"Green Line"** of Industrial wood & metal working machinery sold through multiple channels including major commercial, industrial & specialty distributors.
www.General.ca

ATLAS Sears CANADA ACME TOOLS ROCKLER WOODWORKING AND HARDWARE Create with Confidence THE HOME DEPOT

KMS Tools and Equipment COASTAL TOOL .com WOODCRAFT Home Hardware

As a large manufacturer of woodworking & metalworking machinery, General International also designs & produces products for the following global brands.

BOSCH metabo JET EQUIPMENT & TOOLS

SKIL RYOBI Grizzly Industrial GRAINGER

Beginning in 2015, the new expanded range of "red line" General International "Prosumer" products became available the U.S. & Canada

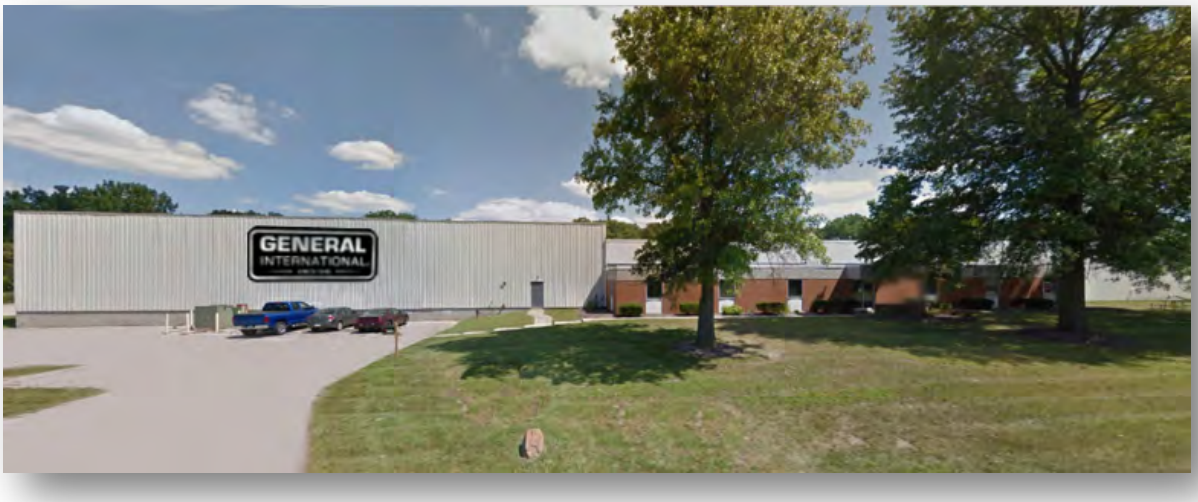
Our success is also due in part to years of cumulative Executive leadership experience combined with the benefits of private ownership.

# OEM Brands

**For more than a decade, General International's D&D factory has produced all of the following products for Bosch SKIL.**

## Operations

# U.S. & Canada Master Distribution Facilities




**Domestic Direct Drop Ship Fulfillment:** Our new state-of-the-art high capacity distribution facility is equipped to efficiently and quickly expedite low piece count or individual product drop shipments directly to your customer or retail stores.

**Direct Import & Cross Docking Deployment:** General can satisfy even the most complex, lowest cost basis fulfillment needs. We mix products on pallets, trucks, or containers. Direct Import shipments from our factories can be expedited on a mixed container basis fob factory, cross docked through our U.S. distribution facility, or shipped direct-duty prepaid to your Regional Distribution Centers.

**Parts & Service :**

General's dedicated parts warehouse and service department is capable of satisfying all customer parts and service requirements

Operations

# Asia Manufacturing & Office Facilities

## Wholly Owned

WORLDWIDE HEADQUARTERS
QINGDAO CHINA

QINGDAO, CHINA

HO CHI MINH CITY, VIETNAM

General International's wholly owned Asia manufacturing and North America distribution facilities span over 6.7 million square feet. Manufacturing offices and operations facilities are located in Qingdao China and Ho Chi Minh City Vietnam. Our manufacturing facilities produce woodworking & metalworking machinery, air compressors, power tools, and hand trucks. We currently employ over 10,000 G.I. team members. A large scale packing facility is also available for mixed containerization, kit assemblies, and other customization services.

Go GENERAL!

# *Why General International..*

- **Service:** Customer experience is something we take seriously. With over 6.7 million square feet of manufacturing and distribution space, General International consistently delivers reliable fulfillment with an investment in inventory consisting of millions of dollars in products & replacement parts to better serve our customers. Our U.S. and Canadian based service teams consists of highly skilled professionals with extensive technical expertise in the products and services we provide.

- **Domestic Drop Shipment Programs to retails store locations & consumers:** We offer individual direct drop shipment programs that drive incremental sales and margins through ecommerce or in-store special order programs. General's ecommerce online product database includes key product images, SEO content, features & attributes plus "romance copy" that speaks to the end consumer for fast easy data asset uploads that drive sales.

- **Global Logistics Programs:** With over 70 years of experience, General International is one of the few U.S. based companies that can deliver customized factory direct import and domestic programs designed to meet or exceed your individual business needs. Our programs include mixed & direct container capabilities, domestic cross-docking, and domestic warehousing. As a full service provider, we offer consolidation services in Asia as well.

- **Factory Direct from GI Manufacturing Facilities:** We *customize products for you and your customers in our wholly owned factories* that minimize cost, maximize value, and generate proven bottom line results. Our 70+ years of innovative product development, manufacturing process improvement, quality control, certification testing, and packaging design deliver results that meet or exceed expectations.

- **Engineering Solutions:** Our engineering excellence separates us from other suppliers.

GENERAL INTERNATIONAL®

SINCE 1946

# WOODWORKING, METALWORKING, AIR COMPRESSORS & MORE

General International Power Products LLC

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