

## NEWS RELEASE

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### SCHAEDLER YESCO CONTINUES 95<sup>th</sup> ANNIVERSARY CELEBRATION

Harrisburg, PA – 2019 marks Schaedler Yescos's 95th anniversary. While few in the industry can boast a legacy such as this, the focus of the company's celebration is less about the past, and more about the JOURNEY taken to arrive at today.

"Our story is about listening to the customer, adapting as needed, and keeping an eye on what's coming next," said Farrah Mittel, president. "It's been that way since 1924 and it continues as we move confidently into the future."

The company just released a celebration video that shares that story.

"Since the company's birth, we've focused on the community, our teams, our partners and our customers. This project is a way to explain that we have understood the changing needs and we continue to be poised to meet those needs," explained Exec. VP of Sales, Matt Brnik.

The video takes the viewer back to the early 1900s to electricity's youth through war, disco and other notable trends ending with the company's core values and intent to continue serving into the future.

"We wanted to share our history in an entertaining way, but more importantly, we wanted to help our customers and suppliers understand that we have no intention of stopping now!" explained Director of Marketing, Kim Downs.

The video is just one part of Schaedler Yescos's celebration plans.

"We're not just celebrating our own longevity, we're also acknowledging the tenure of many of our key suppliers," Downs said. "The experience and expertise of our partners is what allows us to provide *our* customers with our very best. They are a big reason we're able to build strong solutions for our customers."

The company will be launching an external campaign this month and plans a formal employee celebration in September.

The Schaedler Yescos 95<sup>th</sup> Anniversary Video can be seen on the company's website: [www.sydist.com/whoware](http://www.sydist.com/whoware)

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Schaedler Yescos Distribution, established in 1924, is a family- and employee-owned provider of complete connected solutions for the electrical industry. With 21 locations throughout Pennsylvania, the company offers services and products for lighting, datacomm, automation and industrial needs. To learn more about SYD visit [www.sydist.com](http://www.sydist.com) ###