

## **NuTone-Densi Becomes Nu-Tone & Co.**

*Nu-Tone & Co. Remains Committed to Being the #1 Distributor of Alternative Imaging Equipment & Printing Supplies in Canada*

**Montreal, Canada (Aug. XX, 2021 )** – It's the dawn of a new era as Nu-Tone & Co. (formerly NuTone-Densi) announced today its latest emergence as a new brand and although having a new look and feel, the company is still maintaining the same commitment of being the leading distributor for alternative, compatible imaging and printing products designed for resellers throughout Canada.

Launching its new branding, the result is a savvy, smart fusion between two seasoned brands, with a new banner that promises the precision, execution and expertise required to eliminate the pressing need to source original brands. Committed to remaining a reliable source in the industry, Nu-Tone & Co is confidently staking its claim, with the market and product know-how to prove it.

With more than 800 resellers of more than 10,000 cutting-edge products across Canada today, Nu-Tone & Co has been recognized as a manufacturer and distributor of a wide range of compatible, alternative solutions, all while offering undeniable value, curated products, and commitment to high performance. In order to fulfill its objective of supporting and propelling the industry's resellers, the company is constantly assessing, identifying and addressing emerging needs based on market trends. With this in mind, the arrival of its new collection of alternative ergonomic products will broaden its selection and help the company widen the range of services offered to clients.

“To ensure we maintain our rapid success and maintain our aggressive growth path, we plan to continue challenging the "status quo" of a market controlled by original brands by offering the largest possible selection of alternative solutions, at fair prices, without ever compromising on quality,” said Martin Dagenais, president. “Our vision is clear, we want to dominate the Canadian market as the go-to resource for office product resellers who want to make their businesses grow and prosper by offering them alternative and compatible solutions that are easily accessible across the country, without having to pay the price major brands charge.”

On a mission to become the best partner of its resellers and retailers by helping them promote their brands and increase profits, Nu-Tone & Co maintains its undisputed position of choice for compatible imaging and printing products in North America through streamlined processes, an expanded network and partnerships stronger than ever.

“Our commitment to quality is reflected in all aspects of our business. This, in turn, has established the reputation for exceptional quality our products have. And all our actions strive to honor this badge of trust,” said Martin. “Furthermore, through our partnerships and involvement in the field of imaging, we seek to make a difference in the environment and in the community.”

For more information, visit <https://www.nutone-densi.com/en>.