



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

## Hiller Carbon and Quadra CASE Division Announce Strategic Partnership

TAMPA, FL - Hiller Carbon, an international leader in tailored carbon solutions, and Quadra CASE Division are pleased to announce a strategic partnership agreement for the distribution of Hiller Carbon's Crown Black™ products in Canada.

The partnership between the two companies opens the door for Quadra to introduce and represent Hiller's portfolio of carbon products in Canada. Hiller Carbon's relationship with Quadra and its expansion into Canada is the result of a careful assessment of the market and the determination that the combination of Hiller and Quadra can provide long term value to Canadian customers. Quadra's distribution expertise will give Hiller Carbon the opportunity to deliver new specialty carbon products to Canada and better meet customer needs in the region.

"We're very excited to partner with Quadra's CASE division on our recent expansion into the Canadian market. It's very exciting to see the Crown Black™ product line become more accessible and see it be introduced to Canadian customers" says Hiller Carbon's Business Development Manager Jordan Hiller.

"With this alliance, Quadra will become the preferred channel for distribution, sales and marketing support for Hiller Carbon's Crown Black™ product line in Canada. Quadra looks forward to working together with Hiller Carbon and I'm certain this partnership will be mutually beneficial. Our expertise in distribution and Hiller's excellence in carbon processing makes for an exciting team" says Quadra's CASE Business Manager Sam Assad.

Quadra has a specialized sales and marketing team that will provide strong technical and regulatory support as well as extensive market knowledge. With strategic stocking locations across Canada, Quadra will offer Hiller Carbon coast-to-coast coverage and logistical experience.

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### About Hiller Carbon

Hiller Carbon is a leader in tailored raw materials solutions and specializes in sourcing, processing and marketing. Organized around the needs of its trading partners, Hiller Carbon is focused on providing excellent service. Hiller Carbon's strength stems from networking highly experienced people, relationships, and products. Headquartered in Tampa, Florida, the company ranks among the top 150 privately held firms in Florida. For more information, please visit [www.hillercarbon.com](http://www.hillercarbon.com)

### About Quadra

Quadra is a market leader in the distribution of chemicals and ingredients in Canada, with five owned facilities, and more than 40 stocking locations strategically located throughout Canada. Quadra's national infrastructure and logistical expertise enable them to be a preferred supplier and value-added partner to its customers. Quadra has once again achieved Platinum Club status for six consecutive years; the award is presented by Canada's 50 Best Managed Companies program and is Quadra's eleventh consecutive year achieving this elite recognition. For more information, please visit [www.quadra.ca](http://www.quadra.ca)

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