

Nanuk/Plasticase Announces New Director of Sales

LOS ANGELES, CA, FEBRUARY 3, 2020 – Vice President, U.S. Commercial Sales for Nanuk, Mark Rolfes, today announced the appointment of Tracy Richardson, as Director of Sales Western U.S. Commercial and Government Markets. Nanuk Professional Protective Cases are manufactured by Plasticase Inc. in Montreal, Canada.

“I’m very excited about the addition of Tracy to our growing team. She’s well-respected in the industry, and is an expert in high-quality, waterproof, protective case sales and custom solutions. We were looking for someone with high integrity, long-term business development experience, high business acumen, and a reputation as a true business partner with customers and Tracy fits the bill perfectly. In a little over 12 months, she is our fifth hire in the U.S. and a clear indication that the market is exceptionally important to Nanuk even as the brand is growing at a record pace globally.”



Richardson brings 8+ years of industry experience providing waterproof protective case solutions to industry in the Southwestern U.S. including aerospace, defense, government, industrial, entertainment, media production studios, emergency services and many more.

“I’m joining Nanuk at an amazing time. The brand is getting impressive traction as more and more people begin to experience the clear advantage Nanuk has over the competition. We have the right sizes, unmatched protection, modern design and a support team that’s dedicated to best-in-class service. I wanted to be part of something big and Nanuk is quickly heading in that direction.”

As part of an expanding Plasticase, USA, Inc. team, Tracy will report to Rolfes and will be based on Los Angeles.

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About Plasticase and Nanuk

Plasticase’s mission is to design, engineer and manufacture high quality injection molded cases that protect valuable equipment. The company’s line of NANUK waterproof cases are trusted by professionals worldwide to organize, protect and carry instrumentation and equipment in unforgiving environments. For more information go to: www.Nanuk.com.

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