



Monday 29<sup>th</sup> November 2021

**Gentec International is pleased to announce that it has entered into an exclusive Canadian distribution partnership with Mizco International, Inc., Effective January 1 2022.**

**Mizco is the organization behind leading brands such as Digipower, Refuel, ToughTested, and iEssentials.**

“Gentec and Mizco have a shared desire to build high quality and cutting-edge CE accessories. This partnership will provide Canadian Dealers with Gentec’s renowned Sales, Marketing, and Operational services for Mizco brands. We are looking forward to expanding the Digipower and ToughTested brands in the Canadian marketplace, along with developing new innovative and quality accessories.” Stated- Jordan Seigel (Director of Marketing and Product Development)

For further details regarding the partnership or Mizco products, please contact Jordan Seigel, Director of Marketing and Product Development at 905-513-7733 or [media@gentec-intl.com](mailto:media@gentec-intl.com).

#### **About MIZCO INTERNATIONAL, INC.**

Founded in 1987, Mizco International has been a leader in consumer electronics, keeping a constant eye on the rapidly changing market. With brands like Digipower, Tough-Tested, Re-Fuel and iEssentials, the company continues its long line of strong and successful retail partnerships. Mizco is an award-winning category leader and supplier. DigiPower is a category leader in power-tech accessory and in proprietary battery and charging solutions for portable consumer electronic devices. It has been positioned as a premium brand with superior quality products for all wireless devices with patented chargers that offer multiple battery charging solutions.

ToughTested sets the standard for heavy-duty mobile accessories as a prominent brand in the automotive and home improvement channels. Designed for professionals, they meet the demands of 12-hour work shifts, noisy trucks, unpaved roads, extreme conditions, and continuous usage, on or off the job. All products are designed for reliability and tested beyond industry standards.

Learn More – Visit [www.digipower.com](http://www.digipower.com) & [www.toughtested.com](http://www.toughtested.com)

#### **About Gentec International**

A Canadian leader in consumer accessory products, Gentec International is recognized as one of Canada's Best Managed Companies. Since 1990, Gentec International has distributed products in Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics to Canadian retailers.

Our 100,000-square-foot warehouse and distribution center, which runs on state-of-the-art computer technology, offers our customers efficient, seamless service. Using the latest technology systems, streamlined efficiencies, and exemplary customer service, Gentec serves its retailers coast to coast through a team of more than 100 employees.

Learn More – Visit [www.gentec-intl.com](http://www.gentec-intl.com)



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