

**FOR IMMEDIATE RELEASE**

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**SWISS DIAMOND® ANNOUNCES NEW REPRESENTATION IN CANADA**  
***“New Representative to Feature Swiss Diamond at Toronto Gift Show”***

*Swiss Made Brands USA, Inc. (Charlotte, NC) – July 2018* – Swiss Diamond recently selected Don Schacter + Associates Sales & Marketing to represent Swiss Diamond in Canada. Don Schacter + Associates is a national sales representative organization covering all of Canada. Their team has experience in retail at all levels including department stores, mass merchants, grocery, supercenters, drug stores, home centers, specialty chains, health/wellness, independent retailers, and foodservice. Don Schacter + Associates will feature Swiss Diamond products in their booth number 7128 at the Toronto Gift Show, August 12 – 15, 2018.

Swiss Diamond will now manage all marketing, sales and operations activities for the North America market out of the Charlotte, NC office to better serve their retailers. Don Schacter has over 30 years of experience in the gift, housewares, and home décor industries. Don said “I’m looking forward to working with Swiss Diamond and growing the brand Canada. I have extensive knowledge of the Canadian marketplace and work with some of the best reps in Canada.”

Don Schacter + Associates Sales Representatives include:

- Jim & Greg Moodie for BC
- Jerry Polsky for Alberta/Saskatchewan
- Darrell Hubelit for Manitoba
- Wayne Bentley for Southwestern Ontario
- Jim Kemp for Toronto
- Tim Smith for Eastern, Central & Northern Ontario
- Francois Boutin & Brigitte Meunier for Quebec

To view Swiss Diamond’s latest Swiss Diamond XD product video visit:

[https://youtu.be/IJ\\_HGh-d6xY](https://youtu.be/IJ_HGh-d6xY)

For more information about Swiss Diamond visit:

<http://www.swissdiamond.com/about-us>

**About Swiss Made Brands USA Inc.**

Based in Charlotte, North Carolina, Swiss Made Brands USA, Inc. was founded in 2012 to distribute Swiss Diamond brand cookware and kitchenware in North America. In addition to distributing Swiss Diamond, Swiss Made Brands USA, Inc. also distributes the “Cooks in Love” brand of mid-range cookware and kitchenware lines and is an OEM Developer/Manufacturer of housewares products for licensed brands, distributors, and retailers.

**About Swiss Diamond International®**

A privately-held Swiss company, Swiss Diamond International was founded in 1999. The company was motivated by the demand for better nonstick cookware. The result of that drive is a revolutionary nonstick coating that uses real diamond crystals for maximum durability. This patented technology was honored with the GOLD MEDAL at the International Inventor’s Fair in Geneva in 1999. Swiss Diamond’s ultimate vision is to empower individuals and families around the world to cook at home using cutting-edge cookware technology that is focused on contributing to better health, without having to sacrifice the convenience that nonstick surfaces offer. For additional information, please visit [www.SwissDiamond.com](http://www.SwissDiamond.com).