



**SEK® LAUNCHES THE TRIDENT® BRAND OF SOLUTIONS
FOR THE PRESSURE WASHING INDUSTRY**



For Immediate Release: St. Charles IL , January 11, 2021 – SEK Inc®, a leading manufacturer of solutions for the hardscape market is excited to announce the launch of the Trident® brand of solutions for the pressure washing industry. With their 30 years of experience providing innovative products, industry leading education and technical support, the Trident solutions will provide professional pressure washing contractors access to best-in-class products, comprehensive technical support and advanced training programs. Trident can be found online at www.tridentprotects.com.

“With the Trident brand of solutions, contractors now have the tools to restore and maintain nearly any exterior surface” said Brad LeGare, President of SEK Corporation. “Our commitment to our contractors and their customers is to supply an end to end solution which delivers quality results every time. Partnering with our contractors, we are focused on the needs of project owners and how to maximize the performance of their investment in their surface.”

Trident goes far beyond just offering products with their unique approach, delivering new innovative solutions through a variety of paths.

- Industry leading education and training programs giving seasoned and new-to-the-industry contractors the tools, training and selling skills focused directly on the pressure washing industry
- Active participation in industry associations as a leader in innovation and overall industry advancement
- On-site and remote installation support ensuring contractors and their customers are maximizing the life of their surfaces
- Comprehensive product offering which includes premium quality cleaning and sealing solutions for nearly every type of exterior surface and application
- Easy-to-use applications to reduce onsite errors while solving the toughest surface challenges
- Eco-friendly products ensuring contractors and their projects are safe from unnecessary harm

With the launch of Trident, both contractors and project owners now have a single source for advanced innovative products, education and support directly from the industry experts.

About Trident and SEK: SEK is a manufacturer of premium surface restoration and protection products for over 30 years headquartered in St. Charles IL. Trident products are manufactured by SEK for professional use in the pressure washing industry and offered directly to contractors nationwide. Trident’s website is www.tridentprotects.com and phone number is 866-951-4293.

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