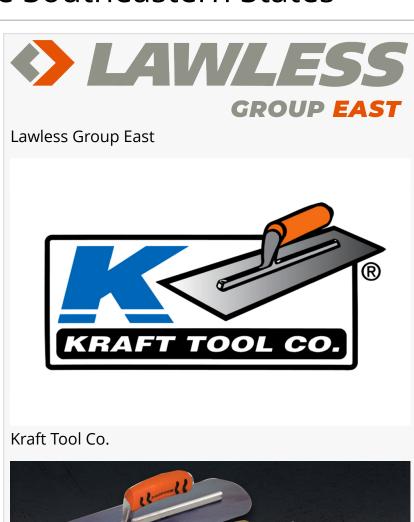


## Lawless Group East Expands Partnership with Kraft Tool Co. to Five Southeastern States

Lawless Group East and Kraft Tool Co.
Expand Partnership to Meet Growing
Demand for Quality Construction Tools in
the Southeast

APOPKA, FL, UNITED STATES, April 1, 2025 /EINPresswire.com/ -- Lawless Group East, a leading sales agency in the industrial and construction sectors, today announced the expansion of its partnership with Kraft Tool Co. to include Alabama, Georgia, North Carolina, and South Carolina. This strategic move builds upon the companies' existing successful relationship in Florida, bringing Kraft Tool Co.'s high-quality trowel trade tools to professionals across the Southeast.

Justin Vailes, President of Lawless
Group East, expressed enthusiasm
about the expanded partnership: "Kraft
Tool Co.'s commitment to quality and
innovation aligns perfectly with our
mission to provide our customers with
the best solutions in the industry.
We're thrilled to expand our
partnership and bring their exceptional
tools to even more professionals
across the Southeast."



Kraft Tool Co. Trowel Products

This expansion will allow Lawless Group East to offer a more comprehensive range of highquality solutions to distributors and end-users in the trowel trades throughout the region. The addition of Kraft Tool Co.'s products complements Lawless Group East's existing offerings and reinforces its position as a trusted partner in the industrial and commercial construction sectors.

"We are excited to grow our partnership with Lawless Group East," said Troy Secchio, Vice President of Sales for Kraft Tool Co. "Their strong presence and reputation in the Southeast make them an ideal partner to expand our market reach and better serve professionals in these states."

The expanded partnership is effective immediately, with Kraft Tool Co. products now available through Lawless Group East in Alabama, Georgia, North Carolina, South Carolina, and Florida.

## **About Lawless Group East**

Lawless Group East is a division of The Lawless Group, a leading sales and distributor agency serving the industrial, safety, construction, and related markets. With a commitment to building authentic relationships and delivering exceptional customer experiences, Lawless Group East represents top manufacturers and serves as a vital link between suppliers and customers. For more information, visit <a href="https://www.lawlessgroup.com">www.lawlessgroup.com</a>.

## About Kraft Tool Co.

Founded in 1981, Kraft Tool Co. is a family-owned business dedicated to manufacturing high-quality tools for the trowel trades. Based in Shawnee, Kansas, Kraft Tool Co. is known for its innovative designs, superior craftsmanship, and commitment to meeting the evolving needs of construction professionals. For more information, visit <a href="https://www.krafttool.com">www.krafttool.com</a>.

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