



Diverse Electronics Enhances Tool Offering with STEINEL



Diverse Electronics is pleased to announce it has partnered with **STEINEL** a global leader in precision heat tools, namely heat guns, blowers and glue guns. The company is known for its cutting-edge technology that ensures the end product delivers precisely-controlled heat to exacting specifications, which industry professionals have come to rely on for a wide range of applications including electronics, automotive, flooring, and roofing.

“Steinel is the best in its class,” said Rick Masciotra, President of Diverse Electronics. “Their quality is so well-known that 3M, another one of our top brands, recommends using Steinel heat guns with their heat shrink tubing.” Masciotra added, “Giving our customers access to the best tools means they are able to get the job done right the first time. No waste, no time lost, and on to the next project!”

The Steinel addition to the line card further strengthens the company’s range of tool offerings not only for the electronics market but also serves to meet the needs of the company’s ever-growing industrial market. For more information or to buy Steinel online, go to <https://bit.ly/2JGCK8I>. For more information on heat shrink tubing, visit <https://bit.ly/2HzjfNO> or [submit RFQ](#).

About Steinel

Founded in Germany in 1959, Steinel has grown from pioneer to innovation trendsetter and industry leader in controlled heat tools. In addition to quality and workmanship, the company focuses on safe, simple products that are environmentally-conscious. Steinel has 6 European production facilities, 1500 employees, and subsidiaries in 80 countries worldwide.

About Diverse Electronics

Founded in 1993, Diverse celebrated its 25th anniversary in 2018 as a franchised electronic component distributor and production equipment and consumables supplier. Fully ISO 9001:2015-certified, Diverse Electronics distributes products from an extensive range of more than 100 world-class manufacturers, resulting in the largest inventory of electronic component and production supply products in Canada. The company also offers flexible material management programs to help its customers address the industry’s rising material acquisition costs.