



Diverse Electronics adds Swanstrom Tools to its Franchise Line-up

Diverse Electronics is pleased to announce it has partnered with **Swanstrom Tools USA**, a leading manufacturer of precision hand tools for the electronics market. Swanstrom is known for offering high-grade, ESD-safe ergonomic tools tailored to every task and user. Aircraft-grade alloy steel along with technologically-advanced precision-tempered edges, give Swanstrom cutters and pliers their durability, long lifespan and lower cost per cut standing.

“Partnering with Swanstrom is a natural fit for our customers,” said Rick Masciotra, President of Diverse Electronics. “Not only does the product range meet the industry’s unique application requirements, the quality, durability and comfort increases user productivity and saves our customers money.”

With 25 years in the electronics industry, Diverse Electronics has grown to become one of Canada’s largest stocking distributors. The company has one of the strongest production tools and equipment divisions in the country, offering a complete product range including adhesives, chemicals and cleaners, solder and soldering equipment, static control solutions and hand tools. With the addition of Swanstrom cutters and pliers, the company now has a solution for every application.

About Swanstrom Tools

Founded in 1983, Swanstrom Tools manufactures technically-advanced electronic cutters and pliers, forged from high-chromium, high-carbon alloy steel, hardened to 65 HRC. This highly wear-resistant steel along with the company’s unique proprietary heat-treating process and induction edge hardening process results in high-precision finishing and maximized tool life. The patented ESD-safe Soft Touch ergonomic handles, available in a range of sizes and formats, provide increased comfort and reduce user fatigue.

About Diverse Electronics

Founded in 1993, Diverse is celebrating its 25th anniversary 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.

For more information on Swanstrom Tools, visit www.diverseelectronics.com or email info@diverseelectronics.com.