



FOR IMMEDIATE RELEASE

## **Introducing SF TOOLS™ as New Identity for Longtime Heat Tool Company Shrinkfast®**

**Company widely known in the marine, packaging and shipping industries for heat shrinking tools rebrands to reflect future innovation and entrance to new markets.**

**NEWPORT, New Hampshire, November 30, 2023** – Shrinkfast®, an innovator and manufacturer of direct heat tools, unveils a new company name and brand identity: SF TOOLS™. The brand change reflects the company’s evolution beyond its legacy as a shrink-wrapping tool used in the marine, packaging and shipping industries. The newly rebranded manufacturer will continue to operate out of their Newport, New Hampshire facility.

Founded in 1970, SF TOOLS™ will continue the company’s unwavering commitment to safety, offering only UL, CUL and CE approved heat tool products. Their Made-in-the-USA propane powered tools are widely recognized as the safest in their class.

“We have grown our business significantly the last several years and this brand refresh represents the natural evolution of that transformation,” stated President, Chuck Milliken. “As we take our company into its next phase of growth into new markets, the SF TOOLS™ name and brand better aligns with our mission to be the leading safe direct heat tool manufacturer – regardless of application and industry.”

SF TOOLS™, currently makes 2 professional-grade, American-made direct heat tools that will be renamed with the re-brand:

- Shrinkfast 200 with 200,000 BTUs (historically the Model 998 and companies’ flagship product).
- Shrinkfast 60 with 60,000 BTUs (historically the Model MZ)

The company also announces plans to introduce an ultra-high power 300,000 BTU heat tool later in 2023. Preliminary lab tests have been highly successful, and a working prototype is in final development. This new, higher powered safe direct heat tool will be ideal for customers in construction, paving and roofing, allowing for further market expansion.

SF TOOLS™ is a portfolio company of The Purcell Companies (TPC), a long-term private company investment platform founded by the Purcell family. “Whatever the industry, whatever the project, we are investing to build an arsenal of the safest high-powered direct heat tools,” said TPC Vice President, John Mensing. “From a marina that needs to safely wrap and winterize hundreds of boats to municipalities looking for weed control without the use of pesticides, our SF TOOLS™ products are designed for versatility to meet the user’s needs.”



### **About SF TOOLS™**

Headquartered in Newport, New Hampshire, SF TOOLS™, formerly known as Shrinkfast, is a leading manufacturer of tools used for direct heat applications including shrink wrapping, weed burning, asphalt paving repair and other uses. Visit [www.sftools.com](http://www.sftools.com)

### **About The Purcell Companies**

Founded in 2002 and headquartered in Palm Beach, Florida, The Purcell Companies (TPC) is the private company investment platform of the Purcell family. TPC leverages its investment expertise, network, and capital into long-term investments in basic industries. Visit [www.thepurcellcompanies.com](http://www.thepurcellcompanies.com) to learn more.

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