

## **HORSES BEFORE THE CARTS**

A DIVISION OF SPORT SYSTEMS UNLIMITED CORP.

### **FOR IMMEDIATE RELEASE**

## Engineering Design Award for Horses Before The Carts

*World leader in hockey boards finds added growth in diversification*

28 November 2008

Waterloo, Ontario

Canada

Waterloo, Ontario-based **Horses Before The Carts** has been awarded the *Engineering Award of Merit* by **Design Exchange**, in a ceremony at the 2008 Design Exchange Awards dinner held in Toronto on November 25<sup>th</sup>.

The award recognizes the unique design of heavy-duty industrial saw horses capable of holding as much as 32,000 pounds between a pair. These saw horses are constructed of tubular tempered aluminum extrusions that are joined by concealed mechanical fasteners, as opposed to welding. "Connecting aluminum extrusions via mechanically fastening makes a much stronger joint than by welding them," commented **Adam Pender, CEO of Sport Systems Unlimited Corp.**, the parent company of Horses Before The Carts. "We've been building hockey boards and indoor soccer board systems using this method since 1996. At the same time, we've been making saw horses and heavy-duty carts for use in our own factories; only recently we launched Horses Before The Carts.Com, a web site to promote the entire range of our custom saw horses and carts. So far, we are very pleased with our progress, and this award just fuels the fire."

The recognition from Design Exchange is welcome, Pender continued. "To see our sawhorse design recognized in this manner, among all the other outstanding award winners here tonight was humbling to be sure, and at the same time quite validating. Diversification is a smart strategy for any company, whatever business you're in. Our hope is to build the industrial supply part of our company every year, as we continue to service and grow our share in the sport facilities business."

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**Horses Before The Carts** (a division of Sport Systems Unlimited Corp.) is dedicated to the design and manufacturing of engineered saw horses and carts for use in heavy duty industrial applications.

For more on Horses Before The Carts, check out our website: [www.HorsesBeforeTheCarts.com](http://www.HorsesBeforeTheCarts.com).

For more information about Sport Systems Unlimited Corp., see [www.SportSystemsCorp.com](http://www.SportSystemsCorp.com) or contact David Staines, Director of Sales & Marketing at 1.877.778.5911

For more on Design Exchange, please see [www.designexchange.org](http://www.designexchange.org)

## **HORSESBEFORETHECARTS**

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