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NEW SNAP-TITE CEO JAMES NOVINSKY POISED TO LEAD COMPANY IN EXPANDED PRODUCT OFFERINGS AND MARKET REACH

UNION CITY, PA,- Recognized globally for its rigorous test trials and perpetual advancement of innovation, **Snap-tite Hose** is the industry leader for manufacturing lay-flat hose. Snap-tite is also *the only* hose manufacturer in North America with ISO9001:2015 certification.

James Novinsky was named CEO of Snap-tite Hose in February 2024. Snap-tite Hose appointed James Novinsky as its new Chief Executive Officer earlier in 2024 and since that time has forged a path as an innovative leader committed to transformative growth for the Northwest Pennsylvania manufacturer in business since 1969. With over 55 years of providing life-saving products, Snap-tite is poised for a new era of innovation under Novinsky's leadership.



With more than 25 years of experience in the industrial manufacturing sector, James has a proven track record of transforming organizations through strategic vision and operational excellence. Prior to taking the helm, James was Vice President North America for United Gilsonite Laboratories (UGL®) and served as CEO of BSH Home Appliances Group in Casablanca, Morocco.

Under his leadership, Snap-tite Hose has expanded its product offerings and market reach, becoming a trusted partner for industries ranging from firefighting to agriculture. James emphasizes a culture of collaboration and reskilling, fostering a team-oriented environment that prioritizes customer satisfaction and quality.

James' commitment to continuous improvement and innovation has positioned Snap-tite Hose at the forefront of technology and service in the hose manufacturing industry.

Outside of work, James is passionate about mentoring the next generation of engineers and leaders, and he actively supports community initiatives focused on education, nourishment programs for the elderly and environmental stewardship. Additionally, James enjoys cooking, golfing, and spending time with his two sons.

“Snap-tite’s north star is our commitment to producing the highest quality, most innovative hoses because we know that lives depend on it,” said James.

“For more than 50 years we have been pioneering the development of the industry’s most innovative products, like the Warrior hose, now are laser focused on developing a future technology center to continue driving technological advancements in the industry,” continued Novinsky. “Our unmatched history of innovating toward solutions right here in Pennsylvania continues.”

Since taking on the CEO role, Novinsky has swiftly addressed key challenges, efficiently cleared a backlog of orders and enhanced production capabilities. The company has also ramped up production of its latest innovation, the Warrior hose. Known for its durability and heat resistance, the Warrior hose is set to become a staple in fire stations across the nation. Snap-tite, the only North American hose manufacturer with ISO9001:2015 certification, continues to uphold its commitment to excellence, guaranteeing on-time shipping and delivering orders within 4 weeks.

About Snap-tite Hose

For over 50 years, Snap-tite Hose has set the industry standard for quality and safety in lay-flat hose for municipal, forest firefighting, oil and gas applications, slurry, and mining. Increasing survivability of both firefighters and civilians, while supporting the local community, Snap-tite Hose is committed to manufacturing the best products that are reliable, dependable, and resistant to tough conditions. Snap-tite’s holds several patents and is the only North American hose manufacturer certified ISO9001:2015. With locations in both Union City and Fairview, Pennsylvania, Snap-tite Hose employs 192 people and has been an integral partner to firefighters since 1969. To learn more visit <https://snaptitehose.com/>.

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