



New Cat[®] Licensee, Aries Manufacturing, to Debut Line of Rugged Cellular Accessories

The line is set to debut at the 2017 National Hardware Show in Las Vegas; including impulse and retail packaged items.

A new line of Cat mobile accessories will debut at the 2017 National Hardware Show in Las Vegas. The new line will complement Caterpillar's rugged history by offering durable, high-powered items that reflect design elements of well-known Cat equipment.

The Cat mobile accessory line is being manufactured and brought to market by Aries Manufacturing – a Division of Boss Tech Products, Inc., an industry leader in safe and high-quality cellular accessories for over twenty-five years. Boss Manufacturing, Aries' sister company, has been a global licensee of Cat gloves and safety products for over ten years.

"Everywhere you look, people are connecting through handheld devices," stated Phil Raso, Caterpillar Program Manager. "Consumers are ready for high-quality, rugged mobile accessories that are built to withstand heavy use—and with Aries' long-running industry experience, commitment to excellence, and dedication to innovation, I'm confident that this new line will be a success."

"The Cat brand is synonymous with quality and durability," said Tom Novak, President of Aries Manufacturing. "What we are seeing in the market is an increased demand for high power-output solutions that will charge multiple devices quickly and safely. Products used on a regular basis that have shock absorption, impact protection, and water resistant qualities are also in high demand."

The line will include high-output vehicle and home adapters with multiple USB ports, vehicle charging cables, extra-long USB cables, power banks, and portable speakers with Bluetooth[®] wireless technology. The line will cater to today's most popular devices, including certified Apple[®] Lightning[®], SuperSpeed+ Certified USB-C, and micro USB cables. The new range of accessories will offer value price points for impulse placement as well as high end retail packaged merchandise for stores' electronic sections.

“We’re really excited to be launching a full-range of Cat mobile accessories,” stated Novak. “We look forward to providing high-quality products worldwide to be used at home or in-the-field. Today’s consumers can’t afford—nor do they have time to—keep replacing their cables or chargers. They want true product quality, and that’s what we are prepared to give them.”

To learn more about the line, visit www.catmobileaccessories.com.

About Aries Manufacturing:

Aries Manufacturing has been an industry leader in the design and manufacturing of safe and high-quality aftermarket cellular accessories for over twenty-five years. Aries Manufacturing is headquartered in Libertyville, IL with a 150,000-sq. ft. state-of-the-art warehouse facility located in Kewanee, IL. Aries Manufacturing is part of the Boss Holdings, Inc. family of companies which includes Boss Manufacturing a licensee for Cat gloves and safety products, Boss Canada, Boss Pet, and Galaxy Balloon.

About Caterpillar:

For more than 90 years, Caterpillar Inc. has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. With 2016 sales and revenues of \$38.537 billion, Caterpillar is the world’s leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. The company principally operates through its three product segments - Construction Industries, Resource Industries and Energy & Transportation - and also provides financing and related services through its Financial Products segment.

###

Media Contact:

Megan Murphy (mmurphy@ariesmanufacturing.com)