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Harder Corp to Merge with Rocket Industrial

(Wausau, WI, December 15, 2020) – Rocket Industrial announces its merger with Harder Corp of Madison, Wisconsin. Harder is a packaging and facility care provider serving customers throughout the country from its Madison headquarters. Harder had acquired United Paper Corporation, (Wisconsin based packaging, paper, and janitorial distributor) in 2018.

Ryan Gallagher, President of Rocket Industrial, stated, "The expertise and mission of Harder United are an outstanding, complementary fit with Rocket Industrial. Since 1957, Rocket Industrial has grown steadily while focusing on customer responsiveness and innovation. Harder United is closely adjacent to us both geographically and philosophically and has been actively involved in the Wisconsin and Northern Illinois communities."

Both privately held, family businesses share a consultative approach to boosting the performance of our client bases through expert packaging and facility care.

According to Rick Zimmerman, CEO of Harder Corp, "the combined resources, complementary strengths and cultural alignment of our companies will make us a regional powerhouse, with the support of a strong national supply chain. We have known Ryan and Rocket for some time, and it is a natural fit. We go into this with a great deal of mutual excitement."

About Rocket Industrial

Headquartered in Wausau, WI, Rocket Industrial serves world class manufacturers through a network of distribution centers across the United States, including this recent acquisition. Rocket Industrial's mission is to help U.S. manufacturers package with less cost, and less waste.

About Harder Corp

Harder Corp is a distributor of facility cleaning and packaging solutions with offices and distribution centers in Madison, WI., Menasha, WI., and Rockford, IL., serving the commercial, institutional, healthcare, and industrial markets throughout the Midwest.

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