



## **Scott Nowatzki Named National Accounts Manager at Starborn Industries**

New York, NY, January 19, 2012 --([PR.com](http://PR.com))-- Scott Nowatzki has been named national accounts manager at Starborn Industries, Inc., a leading manufacturer of fasteners and related products for the building industry. He is responsible for developing new business opportunities, expanding relationships with existing clients and training customers and employees nationwide on the benefits and usage of the company's leading brands of high-quality fasteners.

“We are certain Scott's in-depth knowledge of the decking and building products industries will prove invaluable to the next stage of our company's growth,” says Larry Crossley, vice president of sales at Starborn Industries. “For the past 50 years, Starborn's greatest strengths have been innovation, quality and unsurpassed customer service. Scott is the ideal person for continuing this tradition, representing our brand and extending our reach throughout the country.”

Nowatzki joins Starborn with more than 20 years of training and sales success within the home and building products industry. Since 2004, he has held numerous senior-level positions with Elk Composite Building Products and GAF Building Materials Corporation, which merged with Elk in 2007. Most recently, he served as a technical and field services manager within GAF's Decking Business Group. This included the training of all territory sales managers and customer service representatives, organizing tradeshow presentations and coordinating with the company's research and development teams to launch new products and advance the quality of existing lines.

Prior to this, Nowatzki also worked as a senior field services technician with the company's Decking & Railing Systems Division, where he oversaw code compliance testing, established procedures for warranty inspections and helped create new patented fastening systems. In addition, Nowatzki was a training and sales manager for Filter Queen, where he also owned and operated his own franchise.

Nowatzki, a graduate of North Dakota State University, holds a bachelor's of science degree in Business Administration.

For more information on Starborn Industries and the company's entire line of fasteners and related products, please call 1-800-596-7747 or visit [www.starbornindustries.com](http://www.starbornindustries.com). In addition, Starborn products and information can be obtained at many lumberyards and hardware stores nationally and internationally. For online purchases, users can also visit [www.mcfeelys.com](http://www.mcfeelys.com) and [www.manasquanfasteners.com](http://www.manasquanfasteners.com).

### **About the Company**

Starborn Industries, Inc. is a leading manufacturer and distributor of innovative fasteners and related products for the building industry. Founded in 1961, the company holds a well-deserved, industry-wide reputation within the deck building, construction and woodworking businesses. Starborn products including its Headcote®, Smart-Bit®, Pro Plug®, Cap-Tor® and Deckfast® brands are also now available internationally through distributors and dealers servicing Europe, Asia, Africa, North America, South America, the Caribbean, Australia and New Zealand.



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