



## Transtar Holding Company Grows Again Through Acquisition of Pro Form Products

[Cleveland, Ohio – February 16, 2023]

Transtar Holding Company, a portfolio of automotive aftermarket brands headquartered in Cleveland, Ohio, with business units focused on parts distribution, cutting-edge ecommerce software, chemical mixing, and more, today announces the acquisition of Pro Form Products, an automotive refinishing and repair products company headquartered in Ontario, Canada. This deal represents two well-known and highly regarded organizations partnering to build off mutual strengths, and best serve U.S., Canadian, and international customers refinish and detail product needs.

Pro Form will operate as a subsidiary of Transtar Autobody Technologies, a full-service provider of automotive repair, refinish, and industrial coating products. Both companies are aligned under the Transtar Holding Company umbrella of businesses.

Transtar Holding Company President and CEO Neil Sethi says, “We are proud to partner with Pro Form, not only for their breadth of quality products which complement our lines but also because their values-based culture matches our own. This exciting deal will bring meaningful benefits to team members, customers, and business partners.”

Transtar Autobody Technologies President Ben DePompei adds, “We are eager to combine our strengths, broaden our product portfolio and maximize the efficiencies and value of our joint supply chain and product development efforts. The entire team reflects our enthusiasm for creating excellent products and our commitment to serving customers.”

Jim Speck, current Pro Form leader, will join the senior leadership team of Transtar Autobody Technologies and report to President Ben DePompei. Speck says, “The entire Pro Form team is excited by the opportunities this partnership creates – and we’re looking forward to quickly introducing these benefits to customers and business partners.”

Parties interested in learning more should contact Transtar Autobody Technologies VP, Sales Robert Lahr ([rlahr@tat-co.com](mailto:rlahr@tat-co.com)).

### About Transtar Industries:

Transtar Industries is a global leader in transmission and driveline-related solutions. Transtar is dedicated to providing customers with outstanding service, offering the broadest product catalog and best-in-class distribution of quality OE, aftermarket parts, and premium remanufactured products. Founded in 1975 in Cleveland, Ohio, Transtar is a global supplier of products related to the transmission and driveline, with a comprehensive offering that includes automatic and standard transmission units, transmission rebuild kits and components, remanufactured torque converters, hard parts, valve bodies, differentials, and transfer case kits and components, all available on their patent-winning ecommerce platform, [www.Transend.us](http://www.Transend.us). Using their robust distribution network throughout the domestic United States, Puerto Rico and Canada, they deliver products to more than 80 countries.