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**Photos:** <https://www.bldpressroom.com/saf/new-website-growth-story>

**SAF Highlights Recent Organizational Growth, Launches New Website**

Company Enters 75th Year With Doubled Sales and Fifty Percent Employee

Increase Over Last Decade, Announces Promotion of New Leader

 **ATLANTA, GA (August 26, 2021) -** [SAF](https://www.saf.com/), a global metals distributor, fabricator, and finisher, is marking a series of accomplishments in its 75th year of business with historic sales growth, a new website with refreshed company branding, and the promotion of a current employee into a newly established role within the organization.

Over the last decade, SAF has doubled its revenue and increased total number of employees across its locations by fifty percent. The organization has implemented an array of strategic improvements, and its company-wide progression can be attributed to a commitment to four established growth pillars: Workforce development, geographic expansion, core capabilities with an emphasis on IT, and product and service innovations. In 2021, SAF is on pace for yet another year of steady sales growth and is primed for additional geographic expansion.

The company’s new website features a modernized layout, simplified navigation to ease the digital journey for architecture and construction professionals, and a reorganization of key assets and information to help users find what they need. The new website also highlights the company’s updated brand with a fresh take on the original SAF logo.

“SAF is on a promising trajectory, a testament to a company that is rooted in the fundamentals but always seeking to grow and expand. Our new website is the hub that brings it all together,” says Penn McClatchey, CEO at SAF. “Our updated branding gives the site a fresh look, and modernizing the digital journey makes browsing the site, getting a quote, and ordering products as seamless as possible for our customers.”

Further showcasing the company’s growth, SAF has promoted Dakota Heck to account manager. Rising through the SAF ranks, Heck began his career with the company as junior project manager in 2016 before being promoted shortly thereafter to inside sales representative. In his newly appointed role, Heck will serve as the face of SAF sales for major accounts and customers throughout the United States.

“Company-wide growth means we need skilled, knowledgeable employees to support our new and existing customers,” added McClatchey. “Heck has the right mix of sales savvy, technical knowledge, and the know-how for relationship building. We know he will flourish in his new role at SAF.”

Heck was appointed account manager in July 2021.

Visit the new SAF website: [www.saf.com](https://www.saf.com/)

**About SAF:**

For 75 Years, SAF has served as one of the nation’s most complete resources for metals distribution, finishing, and fabrication. SAF is a mill-direct aluminum buyer, an approved fabricator for major aluminum composite panel (ACM) manufacturers, and a mill-direct buyer of aluminum coil and extrusions. In addition to providing custom fabrication, painting, and anodizing, SAF Fabrication engineers aluminum, panel, and column systems for commercial building projects worldwide. For more information, visit [www.saf.com](http://www.saf.com).

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