

Canada Business Unit Transitioning to White Cap Brand!



We are excited to share that our Canadian brands – National Concrete Accessories (NCA), Brafasco and Brock White – are transitioning to **the White Cap brand over the coming months.**

“Unifying the talented associates and extraordinary reputation of our team in Canada under our White Cap brand allows us to more seamlessly support and service our customers across North America,” said **Alan Sollenberger**, President of White Cap.

Toward the end of this year, White Cap Canada businesses will begin operating under the same ERP, a critical milestone for the brand transition. There are plenty other exciting changes coming as well. Moving to the White Cap brand means the legacy Brafasco, NCA and Brock White end markets and product offerings will grow.

“A name alone doesn’t make a company whole – its people do,” said **Vasken Altounian**, Business Unit President - Canada.

“Our branches will still have the same knowledgeable associates providing the same incredible service.”

Customers and suppliers can expect to receive communication that Brafasco, Brock White and NCA are becoming White Cap. Other exciting transitions this season include showrooms, apparel, collateral and more.

The work to integrate the Canadian businesses has been and continues to be a large cross-functional effort, and we are grateful for our teams who have worked to get us to this pivotal point in White Cap’s story!

With [over 65 locations](#), our White Cap Canada team is comprised of more than 1,000 associates proudly serving more than 30,000 customers across Canada.

<https://about.whitecap.com/Canada-Business-Unit-Transitioning-to-White-Cap-Brand>