



## PRESS RELEASE FOR IMMEDIATE RELEASE

### Total Finishing Welcomes Lewis Veraldi as Newest Change Agent



Total Finishing Welcomes Lewis Veraldi to the Team

Vancouver, WA- 1/13/2026— Total Finishing is pleased to welcome Lewis Veraldi as the newest member of the Total Finishing team. Lewis will support customers and partners throughout Michigan, Ohio, and Indiana, bringing extensive experience in sales leadership, distribution strategy, and operational execution.

Lewis brings a genuine passion for sales, relationship-building, and customer-focused execution. Throughout his career, he has led national initiatives that increased revenue, strengthened distribution networks, and improved product availability across the wood, industrial, automotive refinish, pneumatic/automation, and spray nozzle industries.

What sets Lewis apart is his commitment to delivering a consistent, high-quality customer experience. He takes a hands-on approach to understanding partner needs, removing obstacles, and ensuring customers feel supported from first contact through post-sale service. Whether optimizing supply chain workflows, negotiating contracts, or coordinating between sales teams and distributors, Lewis is driven by making the customer experience seamless and dependable.

“I’m excited to bring my experience, energy, and customer-first mindset to Total Finishing,” said Veraldi. “The opportunity to support customers across the Midwest while helping grow the brand and strengthen partnerships is something I’m truly passionate about.”

Outside of work, Lewis enjoys reading nonfiction, watching WWE, catching comedy, martial arts, and action films, and working on his replica Ghostbusters proton pack—hobbies that reflect his curiosity, creativity, and hands-on approach.

At Total Finishing, Lewis will apply his industry knowledge, strategic execution, and enthusiasm for collaboration to expand market reach, strengthen brand reputation, and drive meaningful results for customers and partners alike.

*Ty T. Crowder*

President

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