
PRESS RELEASE
For Immediate Release

**Prime Industrial Fasteners to Be Featured on
World's Greatest TV Show Airing on Bloomberg Network**

Miami, FL — February 2026 — Prime Industrial Fasteners, a family-owned fastener distributor serving South Florida, Latin America, and the Caribbean, is proud to announce it has been selected to be featured on the nationally syndicated television program *World's Greatest* airing on the Bloomberg Network. The segment will air on **February 21 at 2:00 PM EST and February 28 at 2:00 PM EST** and will be available online after broadcast.

The feature highlights Prime's multigenerational family story, industry expertise, and commitment to delivering reliable fastening solutions for contractors, manufacturers, and international partners.

Official Trailer: <https://youtu.be/OL90M5YnAfQ>

A Legacy Rooted in Hard Work, Sacrifice & Family Values

Prime Industrial Fasteners' story spans more than six decades, beginning when **Erika's grandmother** worked packaging screws after immigrating to the United States in the 1960s – an early connection that became part of the family's identity.

Years later, **Erika's father, Joe Rivas**, built a respected career in the fastener industry, forming long-standing relationships and earning the admiration of everyone who worked with him. He taught Erika the fundamentals of the business — day-to-day operations, customer care, product knowledge, and, more importantly, **showed her what success takes**: discipline, loyalty, and pride in every detail. His influence became the heartbeat of Erika's values and foundation of her leadership.

Erika carried those lessons forward and built Prime Industrial Fasteners upon those core principles, instilling the sacrifices, integrity, and customer-first mindset that shaped the company's culture. Through her example, she passed those same values on to her children – **Erik, Nataly, and Ashly** – who grew up witnessing firsthand what hard work and resilience look like.

Today, **the next generation stands ready**, inspired by the legacy before them.

"Now it's our turn," the family says.

"Our responsibility is to take everything they built and make it stronger — make it bulletproof."

A Complete Source for Fasteners, Tools & Jobsite Essentials

On the show, **Erik Reyes, Manager of Finance & Administration**, highlights Prime's extensive inventory:

"We offer one of the most complete fastener selections in the market—from structural bolts, mechanical anchors, stainless and marine-grade fasteners to your everyday nuts and bolts. We've also grown into a one-stop shop by stocking construction tools, jobsite essentials, and accessories. And when customers need specialty or hard-to-find items, our team sources them quickly so their projects never slow down."

Prime's updated **Miami showroom**, expanded in June 2025, showcases its full product line and offers customers a hands-on experience.

Serving South Florida, Latin America & the Caribbean

The segment also highlights the company's export division, presented by **Nataly Sancerni, Manager of Sales & Purchasing**:

"Exporting has been part of our family for generations. We're proud to continue strengthening relationships across Central America, South America and the Caribbean, ensuring customers receive what they need reliably and on time."

A Team Driven by Expertise & Pride

"Our team is made up of fastener experts," Nataly shares. "Their experience, work ethic, and pride in what they do is why customers trust us — and why they keep coming back."

A Customer Experience Built on Partnership

"Working with Prime means partnering with people who care," said Erik Reyes. "Every interaction — in person, by phone, or through delivery — is personal, efficient, and solution-driven. We make sure customers get the right product, not just a box of screws."

Why Prime Industrial Fasteners Was Selected as One of the 'World's Greatest!'

In the show's closing message, **President Erika Reyes** states:

"Prime Industrial Fasteners is one of the World's Greatest because we combine expertise, service, and reliability—ensuring our customers get the right products, right away, every time."

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About Prime Industrial Fasteners

Prime Industrial Fasteners is a leading distributor and exporter of fasteners, tools, and construction supplies serving South Florida, Latin America, and the Caribbean. With over 30 years of combined industry experience, the company is known for deep product knowledge, fast turnaround, specialty sourcing, and a customer-first approach rooted in family legacy.

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