

# Sjogren Industries Announces Tad Crawford as New President & CEO

Sjogren Industries Announces Tad Crawford as New President & CEO, Marking a Bold New Era in Innovation and Growth



**Worcester, Massachusetts Jul 11, 2025 ([Issuewire.com](https://www.issuewire.com))** - Sjogren Industries, a premier American manufacturer of precision wire tooling, is proud to announce the appointment of Tad Crawford as its new President and Chief Executive Officer, ushering in a new chapter for the nearly century-old company.

This leadership transition follows the passing of former owner and president Carl Sjogren, who led the company for nearly four decades with grit, vision, and an unwavering commitment to product excellence. Crawford steps into the role with a clear mandate: to honor Sjogren's legacy while expanding its market share, accelerating innovation, and solidifying its reputation as the industry leader in durable, customized wire straightening tools and contract manufacturing solutions.

"Everything customers have trusted Sjogren for—our engineering precision, durability, and responsive service—remains unchanged," said Crawford. "What we're building on now is visibility, automation, and a sharper focus on domestic partnerships. We want to be known not only as the dependable wire tooling manufacturer, but as the modern leader in American-made industrial innovation."

## Enduring History of Industrial Excellence

Since its founding in 1927 in Worcester, Massachusetts, Sjogren Industries has maintained a steadfast presence in the American manufacturing landscape. Originally established to serve the domestic wire industry, the company has continually adapted to the demands of a changing marketplace.

Throughout the 20th and 21st centuries, Sjogren has grown from a small local operation into a globally

recognized leader in wire tooling innovation. With a reputation for precision, reliability, and customer responsiveness, the company has expanded its capabilities, introduced numerous technological advancements, and extended its reach to markets across North America, Europe, and Asia. Sjogren now operates from its headquarters at 982 Southbridge Street, continuing its mission to deliver high-performance solutions for the world's most demanding industrial applications.

## **Looking Forward**

Crawford, part of the new ownership team and a member of a family with over a century of experience in American manufacturing, is guiding Sjogren Industries toward a stronger future in precision manufacturing. The company's focus includes enhancing its digital presence, increasing product visibility, and expanding automation to uphold its reputation for speed and reliability.

"There is extraordinary talent here," said Crawford. "This team, many of whom have been with the company for years, is nimble, innovative, and deeply committed to getting things right the first time. That culture of excellence is our greatest asset."

The company's product portfolio, anchored by wire straighteners, guides, pullers, and brakes, continues to support a wide range of industrial applications. These core offerings represent more than 75% of the business. Sjogren also provides high-capacity CNC machining and contract manufacturing services to U.S.-based B2B customers in sectors such as spring and stamping, fasteners, aerospace support tooling, agricultural equipment, and general industrial manufacturing.

With most competitors operating overseas, Sjogren stands out as a reliable, domestic alternative. The company is committed to delivering high-quality, customizable solutions with the speed and flexibility that today's manufacturers demand.

## **A Message to Our Customers**

"As we look forward, we're not rewriting Sjogren's legacy—we're building on it," said Crawford. "We're the same Sjogren you've counted on for decades, with a renewed vision to lead in quality, speed, and smart manufacturing. We're not just meeting expectations—we're exceeding them."



## Media Contact

Sjogren Industries

\*\*\*\*\*@sjogren.com

508-987-3206

982 Southbridge St Worcester MA 01610

Source : Sjogren Industries

[See on IssueWire](#)