

**PRESS INFORMATION - For Immediate Release**  
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### **SIRUI Honors Argraph Their 10th Anniversary Celebration**

**SIRUI Photographic Industry Equipment Company, Ltd.** held their 10th Anniversary celebration with their international distributors & dealers from March 11 to 13, 2013. More than 300 guests participated in the celebration, including distributors and dealers from 20 different countries including the United States, Germany, South Korea, Japan, Thailand, etc. **SIRUI** was also the gracious host to domestic dealers and media. They were all invited to share the success of the first 10-years of SIR and help make the next 10 years even greater.

The 3 days of celebrating included visits to Sun Yat-sen's home and a day of fun at a nearby resort. On the first day, all guests visited the SIRUI factory where they saw up-close how the SIRUI automatic production lines, in conjunction with the use of the finest materials and SIRUI's uncompromising quality control standards, produce such superior and reliable products. Excellent quality is the cornerstone of SIRUI products and has been the reason for their continuing growth and success.

That evening the gala celebration dinner began with an exciting launch ceremony. The President of SIRUI, Mr. Li Jie and the Marketing Director of SIRUI, Mr. Li Qi then gave their speeches and expressed their gratitude to all of the distributors and dealers for their support and hard work. Later, SIRUI presented awards to their Top Distributors and congratulated them for their outstanding achievements. Mark Roth, CEO of Argraph Corp. was presented the Golden Distribution Award by Mr. Lee.

As the evening events came to a close, all the guests and new friends toasted the continued growth and success of SIRUI and its partners. A very moving scene!

SIRUI, founded in 2001, specializes in the manufacture of professional tripods, monopods, ball heads and related accessories. In the past decade, SIRUI has aggressively globalized their professional products and set up more than 100 sales outlets in domestic and overseas markets. In a short 10 years, SIRUI has gained an impressive reputation for their innovative products, excellent quality and trusted brand performance. By leading the way with the latest trends in photographic equipment design, and producing products of uncompromising quality, SIRUI has become the leading brand in the China photographic equipment market and has quickly expanded its success around the world.

Sirui Tripods are distributed in the U.S exclusively by Argraph Corporation and are available from photo retailers nationwide. All Sirui products come with a 6-year warranty. For more details, please visit [www.Argraph.com](http://www.Argraph.com) or call us at 201.939.7722.

#### **About Argraph:**

Argraph Corporation and its subsidiaries are leading manufacturers and distributors of photographic and imaging products since 1953. Headquartered in Carlstadt, NJ, Argraph offers unique and innovative products through retailers across the country, and around the world. Additional information is available at [www.argraph.com](http://www.argraph.com).



Mark Roth, CEO of Argraph (r), with Suzanne Roth and Jeff Karp, Sirui's Director of Sales for the Americas, at Sirui's 10th Anniversary Celebration



Sirui staff and international guests gather in front of Sirui's headquarters after 10th Anniversary factory tour.



Mark Roth, CEO of Argraph Corp. (second from right) receives Golden Distribution Award at Sirui's 10th Anniversary Celebration