

# Roustan Capital

---

## W Graeme Roustan Acquires HERITAGE Adding to His Portfolio of Global Hockey Brands

The only "Made in Canada" Hockey Stick Manufacturer Serving Canada and the U.S.A. with a legacy dating back to 1908

Toronto, Canada, April 9, 2019 (Newswire.com) - W.

Graeme Roustan, Executive Chairman of Roustan Capital today announced his acquisition of Heritage Hockey Sticks (formerly Heritage Wood Specialties), the only commercial hockey stick manufacturer in Canada or the U.S.A. which is currently based in Cambridge, Ontario has a legacy dating back to 1908.

Mr. Roustan states; "When I was Chairman of Bauer Hockey, Heritage supplied us with the highest quality forward and goalie sticks in the world and it was a priority of mine as Chairman of Bauer to support Canadian manufacturing and U.S.A. distribution jobs."



Mr. Roustan also stated; "Heritage provides **Made in Canada** sticks to hockey brands that care about supporting Canadian manufacturing and U.S.A. distribution jobs as they sell their branded products to Canadian and U.S.A. consumers".

Mr. Roustan has a long history in the equipment manufacturing and hockey industry; Heritage is another in a long list of his acquisitions of global brands. His passion for the game of hockey began at the age of three when he first began to skate in the parks in Montreal and continues today more than a half century later.

**W Graeme Roustan** was previously the Chairman of Performance Sports Group, the then owner of the Bauer, Mission Itech, Cooper, Cascade, Maverik as well as other brands, from 2008 through 2012. Mr. Roustan led and won the Nike sale process to acquire Nike Bauer in 2008 and took the company public on the Toronto Stock Exchange in 2011 as its Chairman. He is currently the owner of The Hockey News and several other hockey industry businesses.

**Email:** [contact@roustan.com](mailto:contact@roustan.com) **Websites:** [roustan.com](http://roustan.com) [heritagesticks.com](http://heritagesticks.com)

**Source:** Roustan Capital