

Pacific Shoring Products grows Eastward

NAXSA founding member company Pacific Shoring Products recently announced the acquisition of Houston based Xterra Trench Shields giving them an entrance into the steel trench shield business and a manufacturing march Eastwardly. Pacific CEO Bruce Russell states “it was always our intention to add additional product lines, but this allowed us to do it right away.” Russell is a longtime industry manufacturing veteran who is part of the new Pacific Ownership Group and was tapped to lead Pacific Shoring a little over a year ago. Russell moved his family from his East Coast, Ft. Myers FL. home to take over the reins at Pacific Shoring and is now based out of the Santa Rosa CA headquarters.

The acquisition of Xterra happened quickly, especially in this Covid stunted M & A business environment. A chance meeting with Tim Christian of Xterra in early January led both men to believe there was a synergy in products, people, and cultures and a deal was put together expediently and closed in October of this year. Christian will stay on as Executive Vice President along with his full cadre of employees to begin to build a shoring supplier that offers a full line of steel and aluminum products.

Russell stated he was extremely proud of how management at Pacific has kept all the existing employees in place and says their philosophy is simple, “buy good companies, leave the people in place and don’t mess it up.” Pacific started under the direction of longtime shoring veteran Bob Pitts, has always had a philosophy of building quality products, and making sure they are available for the time sensitive rental dealer by being lead time focused. Russell would love to see that lead time driven focus become part of the steel manufacturing side of the business.

Pacific and Xterra will continue to sell through their existing dealer network and will now have a fuller, more comprehensive line of products to offer them along with a footprint that may better serve the Eastern half of the United States.

While the Xterra addition will give them a fuller product line and an additional geographic location, Pacific had already made inroads to the other side of the country by opening a Memphis TN. based distribution hub. Russell states, “Memphis is only one day away by truck to many of the markets we always wanted to serve with our timely delivery value proposition.”

While all the manufacturing and support staff have remained in place, Pacific has begun to build out a regional sales force to keep in better and closer contact with their dealer network. This team includes Ross Hawks in North Carolina handling the East Coast, Brandon Christian in Houston, David McNeal in Southern California, and Ross Ordinario in the Pacific Northwest. This staff will be instrumental in integrating the full product line with existing customers. Of course, Maria Novoa and Tim Christian are available in the Santa Rosa and Houston offices respectively as well.

Pacific looks to be a leader in the American Made manufacturing sector and was just included in INC. Magazines 2020 Inc. 5000 listing coming in at #67 in the manufacturing sector.

NAXSA can be proud of members like Pacific and Xterra teaming up to provide quality American made products to help build out our infrastructure in a timely, safe, and efficient manner.

Pacific Shoring Press Release – [Click Here](#)