



AGF Ltd. is sad to announce the passing of Joseph Allan Graham,
Former chairman of Atlas Graham Industries, on December 30, 2022.

Joe joined his father in his broom and brush manufacturing business at Atlas Brush Ltd. in 1960 which was later renamed Atlas Graham Industries.

Joe's impact at Atlas Graham began in sales where his goal was always to stay true to his father's vision of building superior quality products and servicing the customer better than the competition with unsurpassed honesty and integrity. It was Joe who was made aware of the first looped-end mops being developed by Seco Industries in the early 1970's and a deal was completed to make Atlas Graham the only licensed manufacturer of the product in Canada.

Joe will be remembered for instilling a customer-centric business philosophy, which is still our primary focus today and why AGF has been successful for 82 years. While making his customers a top priority, he also made all his employees feel as if they were family, which was reflected in their tenure.

It was Joe's integrity and passion for the industry that led him to establish long lasting relationships with customers and vendors that still exist to this day. Many of these relationships evolved from business to personal and is something that he cherished.

We ask that in lieu of flowers, donations be made to the Linda Joanne Graham Trust at the Winnipeg Foundation, 1350 - 1 Lombard Place, Winnipeg, MB. R3B 0X3

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