

Edgetech I.G. Sales Team Partners with Lauren Manufacturing

> > Cross-training brings value-added products to Edgetech customers

Official July 1, Edgetech's sales team began representing products from its sister company, Lauren Manufacturing, in the window, door and insulating glass markets. This strategic integration brings greater expertise to the market and further establishes both companies' dedication to providing comprehensive solutions to the industry. Lauren Manufacturing is a leading producer of



custom-engineered sealing solutions for residential and commercial windows, doors, storefronts and curtain wall. Lauren provides customers with a full range of materials and services including silicone and colored EPDM's, design engineering support, die-cutting, adhesive systems, quantities in the amounts that customers desire and JIT shipping. With a clear overlap in the Lauren Manufacturing and Edgetech customer bases, the companies began an intensive cross-training program in 2007.

"This diligent training ensures the absolute highest level of expertise and technical knowledge from our sales representatives," said Larry Johnson, executive

vice president, Edgetech I.G. "We look forward to adding Lauren's products to our comprehensive line of value-added products and solutions."

According to Scott Peters, Lauren Manufacturing's vice president of sales and marketing, existing relationships established by Lauren representatives will stay intact. Any new opportunities in the window, door and insulating glass market will be managed by Edgetech.

"This focused team of sales professionals will further facilitate our 'Problem Solver, Solution Provider' service offering to the industry," Peters said. "Blending the talents and expertise of our



sales teams will have lasting and important benefits for all customers; we're proud of our ability to make these lateral moves within our organization."

Edgetech sales representatives trained in Lauren products include Ted Hoehn, Rick Mathews, Shawn Hannux, Jim Plaveccky, Tony Palandrani, John Burnett and Roberto Becerril. Some sales agencies will also carry Lauren Products. For a full list, call Edgetech customer service at 800.233.4383 or visit www.edgetech360.com.

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