



NEWS RELEASE

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Osborn to Launch New End-User Van Initiative, Expand Reach in Chicago

RICHMOND, Ind. – June 04, 2018 – Osborn, the world's leading supplier of industrial brushes, polishing compounds, buffs, non-wovens and flapwheels, announced the launch of new end-user vans designed to get Osborn products in the hands of consumers starting in the Chicago metropolitan area in early May.

"From brand awareness and brand preference to cultural connections and effective selling, we're focusing our efforts this year on making Osborn more of a household name," said Brian Keiser, VP of Osborn's Brush Segment. "The vans will allow us to bring our products directly to the end-user and work one-on-one to gather feedback to continue to improve our product line."



The vans, stamped with the Osborn logo and a close-up of the company's unique power brush product, will be fully equipped with Osborn's entire product line including abrasives, buffs and compounds, and Load Runners.



In addition to the end-user vans, Osborn is planning to release several "Behind the Brands" videos and a new, user-friendly website. The firm plans to participate in multiple tradeshow around the globe to share and discuss these new products and initiatives.

"We are investing in growing Osborn brand recognition and believe the vans, as well as these additional efforts, will help us reach an audience far beyond our current operations," said Brad Smith, Director of Sales for Osborn's Brush Segment. "Our focus on the do-it-yourself market

gives us the opportunity to leverage our products to an entirely new group of consumers."

About Osborn

Osborn is the world's leading supplier of surface treatment solutions and high-quality finishing tools for industrial and commercial applications within material finishing, deburring, cleaning, honing and surface polishing segments. Founded in 1887, Osborn now includes operations in 13 countries and serves customers in more than 100 countries. For more information, visit osborn.com.

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