

## Mar-Bal, Inc. announces leadership and management appointments

Composites industry leader names Casey to key leadership position, so as to leverage new technologies and business opportunities.

CHAGRIN FALLS, OH--(April 14, 2011) - Mar-Bal, Inc., a Chagrin Falls, Ohio-based leader in the thermoset composite industry and innovative solutions provider, has named a new Vice-President of Sales and Marketing, Kevin Casey. In this new role, Mr. Casey will be responsible for all sales personnel and new business development activities. He will also drive business growth through the use of innovative and creative marketing programs, so as to meet the changing market and competitive conditions. The announcement was made by Scott Balogh, President and CEO of Mar-Bal, Inc. He will report to Balogh.

“With his vast composites experience and knowledge of the industry, Kevin will enable our sales organization to forge stronger alignments with our key OEM partners and customers,” stated Scott Balogh. “We welcome the change and know that Kevin’s outstanding record in the industry will drive continued growth in new products and applications.”



Kevin brings over two decades of sales and marketing experience, leading sales teams at both Sika Automotive and Premix, Inc. Mr. Casey was formerly the Vice-President of Sales and Marketing at both companies. Kevin holds a Bachelor's Degree in Business Administration from The Ohio State University.

“Customer’s have been seeking new technologies and innovation in thermoset composites and Mar-Bal has pioneered a new product, THERMITAL™,” states Kevin Casey. “THERMITAL combines our depth of experience and expertise in Bulk-Material Compound formulation, our investment in PVD-finishing technology and delivers a break-through, complete aesthetic and performance driven solution for the marketplace. I am pleased to join a company with the strong traditions of excellence and forward innovative investments like Mar-Bal.”

Further, Kevin Casey has named Ron Poff to the position of Marketing Manager. In this new role, Poff will be responsible for implementing the company’s marketing strategies, communication platforms and brand management. Since joining Mar-Bal in 2008, he has developed new products, distribution channels and brands within Mar-Bal’s proprietary product lines. Poff has over 18 years of global new product development and new business development experience serving in divisional management positions with Spectrum Brands, Newell-Rubbermaid and Pfizer. Poff obtained his B.S. Degree in Business Management from University of Phoenix.

“Ron brings marketing creativity and innovation depth to Mar-Bal,” stated Kevin Casey. “I am confident that the programs that he implements will be added value for our customers and part of Mar-Bal’s exciting growth strategy.”

For more information about Mar-Bal, Inc., visit: [www.mar-bal.com](http://www.mar-bal.com) or call 440-543-7526.



**About Mar-Bal, Inc.**

Mar-Bal, Inc., headquartered in Chagrin Falls, OH, is a compounder and molder of Thermoset composite products. Since 1970, Mar-Bal has engineered and manufactured quality, customized materials and parts while delivering unmatched client cost-effectiveness through superior customer service and commitment to the total value. Mar-Bal serves the appliance, electrical and industrial marketplaces from their four facilities in North America. Mar-Bal, an ISO 9001:2008 Registered Company, continues to develop innovative products and has a portfolio of brands and proprietary products. [www.mar-bal.com](http://www.mar-bal.com).

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