

Mar-Bal, Inc. announces management promotion and global focus

Composites industry leader names Poff to Manager, Global Marketing and Brands

CHAGRIN FALLS, OH--(March 21, 2013) - Mar-Bal, Inc., a Chagrin Falls, Ohio-based leader in the thermoset composite industry and innovative solutions provider, has named a Manager of Global Marketing and Brands. In this newly created role, Mr. Poff will be responsible for the global marketing, brand management, and all proprietary products. In addition, he will also drive market research, distribution opportunities, global strategies and market expansion. The announcement was made by Kevin Casey, Vice-President of Sales and Marketing of Mar-Bal, Inc. He will continue to report to Casey.

“With his product development and marketing successes, Ron provides direction and leadership to our organization which results in sales growth and innovative marketing techniques,” stated Kevin Casey. “We are excited about Ron’s passion, recent integration achievements with our Glastic™ insulator line acquisition and his drive for Mar-Bal’s market expansion.”



Ron brings over twenty years of new product development and global business development experience as a Global Sourcing Leader at Spectrum Industries and Newell-Rubbermaid. Over the past four years, Mr. Poff has been the Marketing Manager for Mar-Bal leading the acquisition integration of the Glastic™ branded Standoff Insulators in 2012. Ron holds a Bachelor's Degree in Business Management from the University of Phoenix and has recently obtained a Graduate Certificate in eMarketing from The University of Virginia.

“I am very excited to be the part of a rapidly growing organization that continues to make investments in the global marketplace and innovative business platforms,” states Ron Poff. “I look forward to working with our talented team to develop new products and the expansion of our global footprint. With the opening of our Asia sales office in Shanghai last April, we are well positioned to expand our innovative technologies and our portfolio of brands and products throughout the Americas, Asia and EAME Regions.”

For more information about Mar-Bal, Inc., visit: 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 and Asia Sales Office located in Shanghai, China. 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.

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