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## FOR IMMEDIATE RELEASE

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# Tailored Label Products (TLP) Announces Retirement of CEO Mike Erwin and Promotion of Jeff Kerlin to President and CEO

MENOMONEE FALLS, WI (Jan. 11, 2016) – Tailored Label Products, Inc. (TLP), manufacturer of high-performance labels, tags, and die-cut adhesives, announced today the retirement of Mike Erwin from his position as CEO of Tailored Label Products. Having led the company in the positions of President and CEO through a period of continuous growth and success that spanned over 12 years, Mr. Erwin, who is also a partner with ownership in TLP, will continue to serve on the company's board of directors to ensure a smooth and successful transition for his successor Jeff Kerlin. Mr. Kerlin, who was previously named as President of TLP in 2014, as part of a long term succession plan, assumed the role of President and CEO effective January 1st, 2016.

"In promoting Jeff, I believe his 10-year long commitment to our company and over 27 years of industry leadership and experience will play well to the next generation of change within TLP... and it's in keeping with TLP's culture of promoting from within." commented Erwin.

"It has been a great privilege to lead one of the top manufacturers of label and die cut adhesive products and to work alongside some of the most talented and committed professionals in the industry," Mr. Erwin said. "After a great run as CEO, it is time to hand over the reins to a new generation of leaders. In my ongoing role as director and partner, I look forward to continuing to work with Jeff, the board and the management team to ensure a smooth transition."

Commenting on Mr. Erwin's retirement and the promotion of Jeff Kerlin, TLP board chairman and original co-founder Todd Bence said, "I want to thank Mike for his outstanding leadership, dedication and years of service to TLP. The board has been focused on CEO succession planning for some time, and Mike has done an exceptional job grooming Jeff Kerlin and other future TLP leaders. The board looks forward to working with Jeff and is also delighted to congratulate him on this new role."

In recent years, TLP has experienced an unprecedented era of growth and cultural development, receiving frequent industry and civic recognition, including several regional and national awards. Notable accolades include being named a two-time recipient of the prestigious Wisconsin Manufacturer of The Year Award, six consecutive appearances on the Journal Sentinel's Top Places To Work list, and recognition by the National Association of People Supporting Employment First and Disability Rights Wisconsin organizations for TLP's pioneering work in promoting the employment of individuals with disabilities.

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Mr. Kerlin, commented, "I'm honored to assume the CEO role at a very exciting time for TLP. Having just completed recent expansion and upgrades to our facilities in Milwaukee, Atlanta, and Mexico, we've also made significant strategic investments to our on-site quality and engineering labs, key additions to our team of highly talented and experienced industry professionals, and major upgrades to our production capabilities with the 2015 acquisition of advanced digital and flexographic hybrid printing technologies. These investments position TLP better than ever to support the expanding needs of our technologically advanced customers."

**About Tailored Label Products, Inc.**

Tailored Label Products, Inc. (TLP) is a custom manufacturer of high-performance labels, tags, and die-cut adhesives. TLP provides custom engineered adhesive and label solutions for the electronics, automotive, aerospace, industrial, biomedical, medical equipment, hydraulic fluid and power industries. For more information, contact TLP at 800.727.1344 or visit [www.tailoredlabel.com](http://www.tailoredlabel.com).

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*TLP CEO Mike Erwin announced his retirement as CEO of Tailored Label Products, Inc. effective Jan. 1<sup>st</sup>, 2016*



*TLP President and COO Jeff Kerlin Named President & CEO of Tailored Label Products, Inc. effective Jan. 1<sup>st</sup>, 2016*

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