

PRESS RELEASE
9/27/2013

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APV Engineered Coatings Hires Industry Veteran Lars Larsen to be its International Sales Director

Larsen Brings to APV a Lifetime of Chemicals Industry Experience, Including More Than 30 Years Spent in International Sales

Akron, OHIO -September 11, 2013-

APV Engineered Coatings, a 135-year-old manufacturer and marketer of coatings and chemical products, has hired Lars Larsen as its new International Sales Director. Larsen most recently worked as an industry consultant and advisor in his role as President and Owner of Know Polymers Inc. Prior to his consulting work Mr. Larsen spent 31 years with Struktol Company of America, a leading manufacturer of process additives for the plastics and rubber industries. He has been involved in international sales since 1982.

Mr. Larsen served in several key management positions for Struktol including, from 1999 – 2009, as the company's International Business Manager. In this role he traveled and worked in more than 40 countries including China, India and Brazil and was instrumental in growing Struktol's international revenues from 0 to 30% of total sales.

In his new position as International Sales Director with APV Engineered Coatings, Mr. Larsen will be working directly with the company's international distributors to help grow sales across all product lines.

"We're thrilled to have Lars Larsen join our team," said Michael Couchie, Vice President of Sales & Marketing for APV Engineered Coatings. "We have ambitious sales goals for our International Division and with Lars' experience and leadership I'm more confident than ever that we can meet or even exceed these goals."

"I'm excited," said Larsen. "APV has a terrific lineup of products that serve a large number of industries; everything from adhesives to paints and coatings to lubricants and maskant materials and more. These products are in demand throughout the world and we have a great bunch of international distributors. I'm looking forward to helping all of them sell more product."

Mr. Larsen is a member of The American Chemical Society and the author of numerous technical papers. He has been a guest lecturer on industry topics at The University of Akron and is an accomplished speaker and presenter.

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About APV Engineered Coatings

Founded in Akron, Ohio in 1878, APV Engineered Coatings manufactures innovative, custom products that are sold around the world, to a wide variety of industries. The company's custom formulated product lines include: adhesives, caulks and sealants, crayons, decals, dyes, inks, high temperature coatings, inspection markers, lubricants and release agents. For more information on products and solutions, visit www.apvcoatings.com or call 800-772-3452.

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