



## NEWS RELEASE

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FOR IMMEDIATE RELEASE:

### **Osborn Announces New Sales Force Growth Strategy**

#### **Aggressive Strategy Adds 50 Experienced Industrial Sales Professionals to Promote More Coverage, Better Market Penetration**

CLEVELAND – March 2013 – [Osborn](#), the global leader in surface treatment solutions and finishing tools, announces its new aggressive sales force strategy for growth.

Effective April 1, 2013, the new sales growth strategy was developed to provide more coverage and better market penetration to enable more effective and efficient growth.

The 50 new additional experienced industrial sales professionals throughout the U.S. are from JDF Associates, in the Northeastern and Southern regions, Surpless Dunn in the Midwestern region and Team Clark in the Western region. This blended sales force will be led by Osborn's veteran sales team leaders in new roles: Todd Reasonover, national director of sales; Brad Smith, northeast regional sales manager; Chris Lyons, southern regional sales manager; Gregg Hohlt, midwest regional sales manager; and Michael Fulcher, western regional sales manager.

"This investment in our distribution network will further strengthen Osborn's position in the market," said Reasonover. "We are excited at the potential for growth and are confident that we will continue to deliver exceptional performance in everything we do."

"The additions to our sales team are known for their technical backgrounds and end user experience," said Mark Johnson, vice president, sales and marketing, Osborn. "Combined with our seasoned sales team management, this new strategy will continue to give our customers the optimal results that they have come to expect."

"Osborn is truly an industry leader, with more patents on products and processes than all other brush companies combined," added Reasonover. "Osborn stands for quality, innovation, excellence and service, and we will continue to do so as we move into this exciting new phase of company growth."

#### **About Osborn**

Osborn is the world's leading supplier of surface treatment solutions and high-quality finishing tools for hundreds of industrial and commercial applications such as metal finishing, honing and surface polishing. Founded in 1887, Osborn now includes operations in 15 countries and serves customers in more than 100 countries. A unit of Jason Inc., Osborn carries more than 10,000 standard products and more than 100,000 customized solutions to serve a diverse group of customers and industries. For more information, visit [www.osborn.com](http://www.osborn.com).

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