

News Release

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EXCEL IN MARKETING HIRED FOR MAAS BROTHERS STRATEGIC MARKETING EFFORTS

ORINDA, CA -- Contra Costa County powder-coating specialists --the Maas Brothers -- located in Livermore CA, have hired Orinda-based strategic marketing firm Excel in Marketing to outline clear marketing goals and to enhance their competitive position in the marketplace.

The Maas Brothers Company provides powder coating and liquid painting for numerous vehicles and products throughout the nation. Product applications range from specialty bicycles, motorcycles, cars, outdoor furniture, lighting and much more. According to the brothers, if it's metal -- they're able to blast it and coat it.

Powder coating is a process that renders most metals highly resistant to chips, scratches, and other chemicals. It's a dry finishing process, using finely ground particles of pigment and resin, which are sprayed onto metal. The powder particles adhere to the metal and are then cured through a specialized process. The result is a uniform, durable, high quality finish that is also environmentally friendly.

One tremendous advantage to powder coating is that it can be applied to intricate surfaces and still maintain a uniform finish across the entire piece. Powder coating provides an extremely durable finish and has bonding capabilities superior to paint.

"Powder coating is environmentally friendly, unlike solvent-based paints," said Kevin Maas, one of the company owners. "With EPA regulations, powder coating is rapidly becoming

the technology of choice. Our coating process does not use solvents in any way and emission problems are eliminated.”

The successful family-owned business is owned and operated by Kevin and Kraig Maas. The company operates out of a commercial warehouse in Livermore, California, with highly-trained employees. The Maas Brothers are recognized nationwide as having one of the most technologically advanced and clean facilities in North America.

“It’s interesting,” continued Maas. “Since its introduction almost 40 years ago, powder coating has become the fastest growing finishing technologies, currently representing more than 10 percent of the total industrial finishing market. More and more finishing engineers have switched from liquid finishing to powder coating as a way to produce a high-quality and durable finish for a wide-variety of product. Added benefits include: maximizing production, reducing costs, improving efficiency, and complying with environmental regulations.”

“We are really excited about working with the Maas Brothers,” said Christine Temple-Wolfe, Principal of Excel in Marketing. “It is a hard-working, high-value group that is proactively seeking our marketing expertise to take their organization to the next level. Our strategic goal is to provide them with insight into their customers needs, their competition, and help them differentiate their business from competitors in an ever-changing marketplace. We will analyze their sales process and review their collateral, on-line presence, advertising, and any other customer-facing tool and offer strategic recommendations to help them to improve within a short period of time.”

For more information about Excel in Marketing’s product and service offering, contact Christine Temple-Wolfe at (925) 876-7191 to schedule a free consultation, or visit the Excel in Marketing website at: www.excelinmarketing.com

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