

News



Brown Machine LLC
May 3, 2005
Jim Robbins, VP Marketing
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For Release: **Immediately** (BRO #6897—2nd draft for clap on 5/5/05)

CORPORATE NEWS FROM BROWN MACHINE **BROWN MACHINE REFOCUSSES ORGANIZATION, “COMMITMENT TO THE CUSTOMER”**

Beaverton, MI— Brown Machine LLC management initiated a “refocused commitment to their thermoforming customer base” through a series of personnel announcements and “reprioritization of sales and technology offerings.”

“We’ve led the thermoforming industry with a full-service, one-stop shopping approach of machines, tooling and service for over 50 years—but our decision to retool how we do business by focusing on the customer is the intention of our recent restructuring,” states Jim Robbins, VP Marketing for Brown. “Our goal is spend considerable more time in the field to hear the “voice of the customer” in terms of their current equipment and technology requirements leading to a more proactive and responsive organization. The end result will lead to a stronger technology offering and improved ‘Brown personnel behind the customer and technology’ positions. Expect to see your Brown Sales Representative in the very near future.”

Recent personnel/product technology announcements include:

IN-LINE/CONTINUOUS THERMOFORMING EQUIPMENT:

- Doyle Durkee has been named Western Region Sales Manager for in-line/continuous machines/systems. He will coordinate all sales efforts for states west of a line and including the Minnesota, Wisconsin, Illinois, Missouri, Arkansas, and Texas. Durkee brings a wealth of thermoforming knowledge/work experience including 15 years at Brown in design engineering, product management and sales positions, as well as a lengthy position with Lyle Industries. He attended Ferris State University.
- Jason Newman has been named Eastern Region Sales Manager for in-line/continuous machines/systems. He will coordinate all sales efforts for states east of a line and including Michigan, Indiana, Kentucky, Tennessee,



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Mississippi and Louisiana. Newman has worked for Brown for 10 years as an electrical assembler, technical service representative, project and product management, and various sales positions.

- **Bill Kent, Vice President Sales / Business Development continues to utilize his broad thermoforming background with a career spanning over 44 years at Brown Machine, working on in-line/continuous key accounts and international customers including an international agent network.**

CUT SHEET THERMFORMING EQUIPMENT:

- Brown's standard line of cut sheet thermoformers has been reengineered and branded as the Ovation™ Series. **This line is based on engineering developments to previous Brown rotary and shuttle cut sheet machine models, but with design and manufacturing enhancements for technical performance, as well as customer-benefits of improved pricing and delivery.** Dave Cortner has been hired as National Sales Manager-Standard Cut Sheet Products and will coordinate the sales management efforts and working with Brown Ovation Series cut sheet manufacturing reps. Cortner has served the plastics industry for over 30 years in different manufacturing management and manufacturing rep ownership positions.
- **Brown's "traditional" cut sheet product lines including larger systems, four-station machines, high and ultimate pressure technologies will continue to be managed by the Brown Corporate Sales Team (sales contacts: Jim Robbins and Bill Kent).**
- **To provide proper internal support for customers, an inside sales manager position has also been added. Brian Dennison will assist with all inside sales activities including estimating, proposals, workorders and customer**



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requirements. This position insures that as the sales team is working directly with the customers there is always a knowledgeable and direct contact at Brown. His experience includes 10 yrs at Brown in various estimating, project management, manufacturing and purchasing positions as well as earning a Bachelor of Arts from Northwood University in business management.

OTHER PRODUCTS/SERVICES

- Jason Winans has been named National Kits Sales Manager. Brown offers a wide range of retrofit kits to upgrade existing thermoforming equipment to improve speed, reliability, safety, productivity or ease-of-control. Standard retrofit kits are available for both continuous and cut sheet thermoformers, as well as custom retrofit kits up to the complete remanufacture of the equipment. Retrofit kit technologies include oven and machine controls, servo index and form station upgrades, sheet cutoff systems, material and product handling systems, quick change tool enhancements, trim press feed and ejector packages, quick change clamp frames, safety solutions, and a host of others. Jason has 6+ years of experience at Brown Machine in various technical service, project management and sales positions.
- Service activities are managed by Paul Mancina and are supported by a staff of seven field technicians. Brown's Parts Department is operated by the team of Dean Cobb, Mike Malosh and Mandy Hillman. These groups are focused on providing the highest level of customer service in the thermoforming industry including "24/7/365" support.



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- A process engineering team headed by Jim Martin and supported by a total of 5 process technicians helps to support the customer's process objectives across a broad group of machine technologies, products and materials.
- Brown Tooling Services continue to be headed by Bob Gordert and Mike Witer, two seasoned veterans with more than three decades of tooling experience in **sales, engineering and manufacturing** between the two men.

As a global leader of thermoforming technologies, Brown Machine LLC engineers and builds a complete standard line of continuous and cut sheet thermoforming equipment and related tooling/peripheral equipment. Specialty thermoforming systems suited to a wide range of markets (including automotive, recreational, packaging, appliance and various other industrial segments) can be custom built to exact customer specifications. Brown Machine fully supports the thermoforming industry (Brown machine owners and competitive models, as well) with a full complement of 24/7/365 on-call service and parts support.

For more information contact Brown Machine LLC, 330 N. Ross Street, Beaverton, MI 48612. Phone: 877-702-4142 (toll free), Fax: 989-435-2821, Website: www.brown-machine.com.

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