

Plasticolors, Inc. Appoints Mexico Sales Manager

Ashtabula, Ohio – April 8, 2008 – Plasticolors, Inc., a custom colorant and chemical dispersions manufacturer for the thermoset plastics and paint and coatings industries, has appointed Sergio Dueñas as its Mexico Territory Sales Manager.

Dueñas will be responsible for providing the primary contact with customers in the thermoset plastics market in Mexico.

“Plasticolors has been in the industry for many years. It is a solid company and I will do my best to help Plasticolors grow,” said Dueñas. “I look forward to the challenges ahead.”

Since earning his engineering degree from Instituto Tecnológico de Pachuca, Dueñas has been working in the automotive industry in a number of capacities. Most recently, he worked for PADSA, a leading manufacturer of automotive SMC parts, where he held positions of Quality Assurance Manager, Customer Satisfaction Manager and Program Manager.

“We are excited to bring Sergio on board,” said Mark Lodwick, Director of Sales for Plasticolors. “His experience, academic and technical credentials, and understanding of the Mexican market will prove valuable for Plasticolors and our customers.”

Dueñas resides in Tlanalapa, Hidalgo, with his wife, Monica, and two young boys, ages eight and four.

About Plasticolors, Inc.

Plasticolors, Inc., a leading supplier of pigment and chemical dispersions to the paint, coatings, caulk, sealants and thermoset plastics industries, manufactures products for customers in the automotive, appliance, equipment, electrical, consumer and construction industries. The company’s colorants can be found in a wide variety of products, including interior and exterior automotive components, epoxy flooring, electrical and appliance housings, and a myriad of paints, coatings and molded composite applications. The company is ISO 9001, ISO 14001 and ISO/TS-16949 certified.

Media Contacts
Mark Lodwick
Plasticolors, Inc.
440.997.5137

mlodwick@plasticolors.com

OR

Patsie Dionise
Akhia Public Relations
330.463.5650
patsie@akhia.com