

October 25, 2010

Vogel Paint, Inc. Announces License Agreement with Hesse-Lignal GmbH

ORANGE CITY, IOWA -- Vogel Paint, Orange City, Iowa is pleased to announce that it has signed an agreement with Hesse-Lignal of Hamm, Germany to become its exclusive Licensee for the manufacture of wood coatings for the United States.

The newly created *Vogel Industrial Wood Coatings* group will market Hesse coatings and technology through independent representatives and distributors throughout the United States.

Hesse-Lignal of Hamm, Germany is one of the leading producers of interior wood finishes in Europe and has 26 partners and daughter companies around the world. Hesse has a strong background in a variety of technologies including lacquer, urethanes, water based and UV-cure coatings and has a strong portfolio of environmentally friendly coatings. With a staff of more than 100 in the laboratories and R & D department, Hesse is intensely focused on developing new, high performance lacquer systems to improve the productivity and quality level in the wood industry.

Vogel Paint of Orange City, Iowa is a leading manufacturer of coatings in the Midwest serving painting professionals and industrial customers. In addition to operating 70 locations in 13 states, Vogel Paint serves customers nationally through product lines like Old Masters Craftsman Quality Stains and Finishes.

Beate Hesse, Managing Director of Hesse said "This year we are celebrating our 100 year anniversary as a specialist in wood coatings and stains for interior use. Hesse looks forward to the cooperation with Vogel Paint. Both family owned companies have a long and strong tradition of focusing on service and providing professional solutions for our customers. We are convinced that the American wood and furniture industry will benefit from this new cooperation"

Drew Vogel, President and CEO of Vogel Paint said "Vogel is pleased to enter into this agreement with Hesse to expand our technology and better service customers in the wood coatings area. Both companies bring a strong commitment to quality products and excellent service. We look forward to deepening our position in the wood industry."

About Vogel Paint

Vogel Paint is a manufacturer of paint coatings based in Orange City, IA. Founded in 1926, it supplies coatings to the architectural, heavy-duty protective, industrial, traffic and powder coatings markets. Vogel Paint operates 7 manufacturing facilities in the central United States under brandnames including Diamond Vogel®, Old Masters®, Van Sickle®, Peridium® Powder Coatings, Pinnacle® Protective Coatings and Axis® Performance Coatings. More information on Vogel Paint can be found at www.vogelpaint.com

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