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AUTOMOTIVE SUPPLIER DIVERSIFYING TO MEET CUSTOMER NEEDS

HUDSONVILLE, Michigan, 4/27/10 --

American Autocoat Inc. (AAI), a privately owned business founded in 2002, is uniquely poised to weather current market conditions and to continue its mission towards offering its 'best in class' product at competitive prices. From its 85,000 square foot facility based in Hudsonville, Michigan, AAI supports automotive and related industries with 'Class A' paint finishing technology and assembly for both exterior and interior components. Its processes can also support durable goods, recreation, agriculture, and construction markets across North America. AAI is ISO and TS certified and is approved by all major automakers.

Richard K. Rogers, President and COO of American Autocoat, announced today the expansion of its business model to include injection molding of thermoplastics. "It has always been part of our long term strategy to implement injection molding into our process," says Rogers. "Our customers have been asking for a mold and paint solution, and they recognize the value and savings of this being offered by one business partner. A vertically integrated solution reduces cost throughout the entire value stream and reduces our carbon footprint."

AAI is making an initial investment into two, new, 427 ton Servo Electric/Hydraulic injection molding presses, material handling systems, and facility modifications. It anticipates having them operational by the end of the summer. While the business model is established to support customers with automotive mold and paint solutions, AAI also anticipates molding for customers who do not require paint services. "Our primary focus will be to mold product to feed our paint line," states Rogers. "Our board of directors is committed for the long haul, and our employees and customers are supportive."

"We have room for expansion as opportunities arise. Our team is thinking outside of the box and offering solutions to better serve our customers. We enjoy working side by side with them to find win-win solutions with premium quality products. The additional competency of injection molding is part of that solution".

To learn more about American Autocoat, visit www.americanautocoat.com

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If you'd like more information about this topic, or to schedule an interview with Richard Rogers, please call Beth Gordon at 616.669.9040 or e-mail Beth at bgordon@americanautocoat.com

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