



FOR IMMEDIATE RELEASE

Gossen celebrates it's 80th year in business - and it's 40th year as America's PVC pioneer.

This year marks Gossen's 80th year of Building Industry development. And, it was in August of 1968 when Gossen began producing Cellular PVC Moulding, and became the first producer of Cellular PVC in North America.

There are many "newcomers" to the PVC market but only one American Original with the experience and the technology to be ahead, and stay ahead of the curve. That's our goal and our mission at Gossen.

Now, as we introduce the WeatherReady™ brand to our exterior line, we extend our promise to continue to supply the best PVC innovation in design and composition for;

- Decking
- Trimboard with "CleanEdge Technology"
- Moulding

Gossen's family of WeatherReady exterior building materials draws upon an unparalleled 80-year history of industry leadership in the world of cellular PVC building materials.

Some Gossen Highlights:

- In 1967, Gossen hired a German cellular extrusion tool maker and a Spanish chemist and pioneered cellular PVC pre-finished moulding to replace wood.
- Gossen's growth made it very attractive for US Gypsum to purchase in 1973.
- In 1985, The Butterfield family of Atlanta, GA bought Gossen.
- Butterfield, together with VP, Bob Simon grew the company in new ways; new products, new markets, 60 extruders and two manufacturing facilities.
- New divisions lead to new developments
 - Gossen Corp: tooling and compounding; no outside sources.
 - Gossen Mouldings®: moldings for interior and exterior application.
 - NoDraft: window profiles for the window industry
 - Jambseal™: weatherseals and profiles for the garage door industry
 - TrimGuard™: laminated wood products for the entry door manufacturer and fabricator.
 - NEW for 2008 - WeatherReady™ Cellular PVC Deck Boards

Gossen is a member of AAMA and has served as a task group member in the development of the AAMA Standard Specification for Cellular PVC Exterior Profiles AAMA 308-02, now AAMA 308-05. Bob Simon is currently the First Vice-President of AAMA's Wood and Cellulosic Composite Council which is currently developing a standard for finishing Composite Profiles used in Fenestration Products.

Call Gossen at 800/558.8984 for more information or visit us at gossencorp.com.



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