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Wood association reaches out to synthetic manufacturers *Gossen Mouldings will attend group's summer business meeting*

MILWAUKEE – Gossen Corp. will attend the 43rd Summer Business Meeting of the Wood Moulding & Millwork Producers Association, a California-based trade group that until this time has solely admitted companies handling wood products.

Gossen, also known as Gossen Mouldings, is a Milwaukee-based manufacturer and distributor of cellular PVC mouldings for use in home building and renovating. Its products are used both in home interiors and on home exteriors.

The association recently decided to open its membership to include manufacturers of polystyrene, PVC, composite and other non-wood mouldings. “We recognize this distinct group is a growing part of the moulding and millwork industry,” said Kellie Schroeder, executive vice president of the association. For now, the association is referring to the non-wood manufacturers as the Poly Blends group.

Bob Simon, executive vice president of Gossen Corp., will attend the meeting, set for July 26-28 in Albuquerque, N.M.

“We’re pleased to see this national organization recognize the growing impact and importance of products such as ours in the building market,” Simon said.

The Albuquerque meeting will include a session for the Poly Blends group to discuss market issues, select a permanent name for their sector, and formalize a Poly Blends committee for the association. Future meetings could cover other topics and include plant tours.

Gossen Mouldings sells its products to distributors and fabricators nationwide. Along with its Milwaukee headquarters and plant, it has a factory in Cartersville, Ga., north of Atlanta. It is on the web at gossenmouldings.com.

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