



COLSON CASTER ADDS FIRST HIRE OF ITS 125TH YEAR

Company Selects Lamberson for Northeast Sales Team

Jonesboro, Arkansas, February 23, 2010 – Colson Caster Corporation, the world’s leading manufacturer of standard and custom application caster and wheel products, continues to mark its 125th year in business with positive news. This time, it is a new addition to its national sales force. Blake Lamberson has joined Colson as the Sales Engineer for the company’s Northeast area. This appointment completes Colson’s new customer response team which includes a Sales Engineer in each of its five sales territories.

“As we go into this anniversary year it is our goal to exceed expectations and continue to expand both our existing and new customer markets,” said Don Laux, Colson’s President and General Manager. “By having a Sales Engineer assigned to every territory we are better able to respond to our current customers’ requests, and to also visit with new customers and explore their potential needs.”

Adding new Sales Engineers is part of Colson’s commitment to improved outreach within existing customer relationships based upon feedback solicited by Colson’s business planning team. In this newly created position, Lamberson will be working with a Regional Manager on expanding Colson’s OEM and distributor reach within the Northeast through sourcing and development of new accounts in addition to improving immediacy and access for existing clients. “We are confident that our Sales Engineers will be instrumental in creating a new wealth of awareness for Colson in all of our national markets,” added Laux.

Lamberson studied Engineering at Arkansas State University and brings more than 15 years of combined sales and engineering expertise to this new position at Colson. A volunteer coach for his sons’ baseball and football teams, Lamberson lives in Jonesboro, Arkansas with his wife and boys and will work from Colson’s headquarters location there.

About Colson Caster Corporation

For more than a century, Colson Caster Corporation has been providing the world with the highest quality and largest selection of premier caster and wheel products. Headquartered in Jonesboro, Arkansas for the last 50 years, and with more than 150,000 square feet of state-of-the-art manufacturing space, Colson designs and produces the industry’s largest selection of casters and wheel products, caster options, and accessories. The company is the leader in caster innovation and builds exclusive caster products for all of the world’s markets. For more information, visit www.colsoncaster.com.
