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RE: Deflecto, LLC Celebrates Golden Anniversary

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Indianapolis-based Deflecto, LLC celebrates its 50th anniversary in business on July 27, 2010.

Deflecto is the world's largest chairmat, bicycle reflector and dryer venting manufacturer and a global leader in sign and literature holders, office workspace accessories and other air distribution products. Deflecto will be holding a number of in-house events to celebrate with employees and management.

“We are very excited to celebrate 50 years of innovation, growth and excellent customer service,” began Paul Thompson, Chief Financial Officer. “Our company was founded with an entrepreneurial spirit that remains to this day. Our goal is to design, develop, manufacture and distribute the highest-quality products. And we've done just that—building on our rich history and strong foundation to create a vast portfolio of products and establish manufacturing and distribution facilities worldwide.”

Deflecto's long and successful history had modest beginnings. It was in 1960, in the basement of his Indianapolis home, that C.P. Meyer invented the first air deflector. His

idea was to develop a product that would help prevent factory compressors from freezing up. It didn't take long to realize his new invention could have a major impact on personal home comfort as well. He knew that by deflecting air away from windows and from under furniture, heating and cooling efficiency and comfort could be maximized.

Five years later, a clever Deflecto employee turned a magnetic air deflector upside down on a metal filing cabinet in an effort to organize invoices. With that, the first wall pocket was invented, opening up the office products market for C.P. Meyer and his company.

Today, as it celebrates its 50th anniversary, Deflecto looks back on five decades of growth and development. Over the years, its product line has grown from a single air deflector in 1960 to nearly 10,000 active products. "We've expanded into new markets, penetrated deeper into existing markets, and have increased our product offerings immensely," stated Patrick Foley, Vice President of Marketing. "We're proud to be the largest manufacturer in the world of chairmats, dryer vents and bicycle reflectors. In fact, we've manufactured enough dryer venting—more than 630 million feet—to circle the globe over five times. We're also the first company to offer a patented line of chairmats printed to look like area rugs—our Harbour Pointe Collection. And we're not stopping there. Our 2010 - 2011 season has many new products and exciting marketing initiatives in development."

Although headquartered in the same building since 1970, many things have changed for Deflecto. Through organic growth and acquisitions, Deflecto has grown to over 1,100 employees and operates businesses across the globe. "Founded on innovative and

problem-solving products, Deflecto never looked back,” said Keith Huffman, Vice President of Operations. “From sourcing air deflectors from contract molders in the beginning, we’ve expanded our capabilities to include injection molding, sheet extruding, metal fabrication, vacuum forming and high-speed specialized processes to produce top-quality parts for our customers. Our diverse process capabilities, distribution model, adherence to lean manufacturing principles and global presence have provided us with a distinct advantage over our competitors. We manufacture our products ourselves at our own plastic injection molding and extrusion facilities, and distribute them to customers worldwide.”

In addition to its main manufacturing facility in Indianapolis, the company expanded throughout the 1990s to include a distribution center in Fishers, Indiana, and manufacturing and distribution sites in Dover, Ohio; St. Catharines, Ontario Canada; and overseas.

For 50 years, Deflecto has put a priority on customer service and on the development of long-standing relationships. “Our longevity is a credit not only to the superior products we offer, but to the emphasis we place on customer satisfaction and on building relationships based on honesty and integrity,” stated Bill Schwartz, Vice President of Sales. “Many of our loyal customers have been with us for decades and one, Ace Hardware, has been a solid customer since our inception 50 years ago.”

As Ace Hardware Buyer Bob Campo reflects on his company's 50-year relationship with Deflecto, he comments, "Ace Hardware has been proud to partner with Deflecto for 50 years. That speaks volumes about Deflecto's product quality and also about their attention to detail, just-in-time delivery, and overall emphasis on customer service."

"As we celebrate this milestone in our company's history, it's a time to reflect on past successes but it's also a time to focus on the future," concluded Thompson. "Because of the amazing diversity of our product portfolio, we have customers in a wide array of industries throughout the world. And, due to our global capabilities and our dedicated and talented employees, the opportunities for growth are almost limitless. At Deflecto, we are celebrating the past and planning for the future with the same positive, innovative and creative spirit."

Deflecto's headquarters are located at 7035 East 86th Street, Indianapolis, IN 46250. For more information about Deflecto, visit www.deflecto.com or call 1.800.428.4328.