

FOR IMMEDIATE RELEASE

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### FABRISTEEL BUILDS CONVERTS, CLIENT BASE OUTSIDE THE AUTOMOTIVE INDUSTRY

TAYLOR, MICHIGAN – Fabristeel, the pioneering manufacturer of metal fasteners for the automotive industry, is leveraging its recent acquisition by Alabama-based Whitesell International Corporation to expand its products' reach into a wide range of non-automotive industries and applications – and manufacturing clients are benefiting as a result.

The Taylor, Michigan-based Fabristeel has long been an established fixture in the auto industry, with its products to be found in 100% of automobiles manufactured worldwide. Thanks to name recognition, marketing reach, and institutional strength of its new owner, the company is now able to emerge as a serious player in non-automotive manufacturing spheres, its customized fastening solutions standing as a viable contender against the commodity products of its competitors.

Manufacturers of household appliances, heavy equipment, farm machinery, and other non-automotive metal products are taking a new look at Fabristeel's innovative pierce fastening systems, taking note of the increased efficiency and cost savings made possible through use of its in-line fastening systems. Fabristeel's new clients recognize that process improvements realized in the automotive industry can serve to positively impact their own businesses as well.

A recent Fabristeel automotive success story – the successful inclusion of its pierce fastening systems in the doors of Ford's D219/258, 500 and Ford Freestyle – helped the company to realize \$1.5 million in annual savings, as well as to eliminate additional processes and lines of specialty machines. As a consequence, Ford is expanding the Fabristeel approach to other product lines. The anecdote serves as an object lesson to other manufacturers, who readily envision the benefits of reduced floor space and the ability to reallocate labor to other areas, as workers who may have formerly been dedicated to drilling holes or attaching bolts are freed up for other jobs.

“We’ve always enabled automotive manufacturers to incorporate innovative new processes and save money, and now we’re able to help other manufacturers too,” says Fabristeel’s Randy Hoffman. “We’re able to leverage Whitesell’s scale and scope to bring these innovations to a broader market, and our new clients in these other industries will benefit as a result.”

*For further information, visit the companies’ respective websites at [www.fabristeel.com](http://www.fabristeel.com) and [www.whitesellcorp.com](http://www.whitesellcorp.com), or contact Fabristeel at (313) 299-8500.*

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