

## **Going Global To Grow Local**

**February 6, 2008, ACT Headquarters, Hillsdale, MI:**

ACT Test Panel Technologies is growing locally by selling globally. The Hillsdale based company is ramping up a new marketing campaign aimed at getting new clients the world over. Using internet marketing, trade magazine ads and outbound telemarketing ACT is reaching out across North America, as well as into key international automotive and industrial coating markets with a polished new look.

The company has a successful 25year history serving large automakers and paint companies throughout the United States “We’ve got a great team and a fantastic community here in Hillsdale, and the capacity to expand operations. But things have changed and today we need to find new customers to grow our business” said ACT President and CEO Frank Lutze. “The days of sitting back and filling orders are gone today we have to be global order makers instead of order takers”.

“Our look may be new, but we’re the same quality driven, customer -friendly innovator we’ve always been,” said Brad Kimpell, Director of Business Development and Sales. “Only now we’re telling our 25 year story of technological leadership to a new, much larger, much wider audience. We’ve been a world leader since day one, so we’ve always had a fantastic story to tell,” said Kimpell. “The difference is that now we have a world-class marketing campaign to tell our story world-wide.”

-30-

**ACT Test Panel Technologies is recognized by customers from a wide range of industries as *the* go-to resource for coating and finishing professionals. With the world’s largest, most extensive offering of panel testing products and services, ACT puts each customer first with reliability, quality, and knowledge.**

**For over 25 years, ACT has been working with organizations like the AISI (American Iron and Steel Institute), ASTM (American Society for Testing and Materials), and the SAE (Society of American Engineers) to advance finishing, coating, and testing standards.**

**ACT is also involved in the production and distribution of paint appearance standards for GM, Ford, Chrysler, and The Powder Coating Institute.**

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