



ACQUISITION ANNOUNCEMENT

Industrial Innovation Acquires Advance Products Corporation's Automation Division

Industrial Innovations, a leading manufacturer of industrial lubrication equipment for operation in metalworking industries, today announced the acquisition of Advance Products Corporation's Automation division, which includes its reciprocating die sprayers, spray manifold technology, robot extractors, servo ladlers and tool temp temperature control systems. This group will be identified as Advance Automation LLC and branded as "an Industrial Innovations Company".

This acquisition expands Industrial Innovations' existing lubrication management solutions footprint within both the die-casting and foundry industries where Advance Products has a strong customer base, having served the market since 1948.

ANSWERS TO QUESTIONS RELATED TO THE ACQUISITION

+ What is the strategy of the acquisition?

This strategy of the acquisition is to leverage the best solutions of both companies to deliver a higher level of capability to customers across the casting and metal fabricating and stamping industries that we serve. With a new depth of product and application experience Industrial Innovations can be a one-stop shop across the metalworking industry for automation, fluid mixing, distribution, application and reclamation solutions.

+ How does this acquisition benefit customers of both companies?

For Advance customers, their experience in regard to quality, timeliness, craftsmanship and service will be enhanced as well as gaining access to additional fluid management products now available from a single source. For Industrial Innovations customers, additional depth in casting-related products is now available from a highly trusted company.

+ What will happen to work in process? My orders?

All orders placed before March 6, 2014 will be completed by Advance Products. Orders received after March 6, 2014 will be processed by Industrial Innovations.

+ Will the manufacturing operation move? Where?

Manufacturing is moving to Industrial Innovations new 20,000-sq/ft facility in Grandville, MI, which will house the complete operation from engineering through manufacturing. The facility is located at: 2936 Dormax Street SW, Grandville, MI 49418 (616) 249-1525

ANSWERS TO QUESTIONS RELATED TO THE ACQUISITION

+ What happens to Advance's employees?

Most will stay with Advance to support the die cast consumable products and machining division, which will be manufactured by Advance. Controls and Design Engineering will be joining the Industrial Innovations engineering team.

+ Are the same products available or are some being eliminated?

The same products that you have come to rely on from Advance are available from Industrial Innovations. Furthermore, additional products from Industrial Innovations are now also available to you.

+ Who do I buy automation items from?

All of the Advance Products Corporation's automation items, such as reciprocating die sprayers, spray manifolds temperature control systems, robot extractors, servo ladlers are now owned, manufactured and marketed by Advance Automation, an Industrial Innovations Company.

+ Who do I buy consumable items from?

All of the Advance Products Corporation's die casting consumable items are exclusively distributed and marketed by Advance Products Corporation.

+ How will this impact delivery times and the quality of the products?

Quality, reliable on-time delivery and service will experience a positive impact, as attention to detail is a high priority. Industrial Innovations will earn your trust through positive experiences!

+ Who are my application and sales contacts?

Troy, Mike, Carl and Sam at Industrial Innovations technical sales: (616) 249-1525

+ Who do I call for service on my already-installed Advance systems?

Advance Automation, an Industrial Innovations Company field service at (616) 249-1525

+ Will the new company honor my warranty?

Yes, warranties that are in effect have been transferred to Advance Automation LLC.

More questions? Please contact...

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