



Atkins & Pearce in the Spotlight as Business Partner of the Month

May 1, 2009 – Fort Wayne, IN – Essex Brownell is pleased to announce Atkins & Pearce as Supplier of the Month for May, 2009. The Supplier of the Month program is aimed to increase value to our strategic supply partners, and deliver a consistent training platform to the sales organization. The newly added program was started in September 2008, and will continue to highlight key business partners each month in the upcoming year.

Key elements of the Supplier of the Month program include web promotion, training, e-mail campaigns, and a joint go to market business plan.

“The Atkins & Pearce team is very excited about being the Essex-Brownell Supplier of the Month. In today’s economic environment, it can be tough to establish real and lasting value in the minds of current or potential end-users. More than ever, A&P is focused on competing for relationships that honor a manufacturer’s perseverance, ability to offer quality products and delivery, while maintaining our rich heritage of integrity.

The Supplier of the Month program is a unique opportunity for suppliers and customers to learn more about each other. We look forward to the chance to showcase our products, not only during May, but in the years to come --- and to uncover opportunities that represent long term growth for us all.”

-----Thomas (TD) Dierker, Atkins & Pearce, Inc.

For additional information about **Atkins & Pearce in the Spotlight as Business Partner of the Month**, contact Matthew Hagemann, Executive Director of Marketing, at matthew.hagemann@spsx.com or visit us at www.superioressex.com/essexdistribution.aspx.

About Atkins & Pearce

Atkins & Pearce has a two hundred year heritage as a leading producer of precision engineered textiles. Today, Atkins & Pearce leverage braid & fiber expertise along with a unique commitment to product development. This enables Atkins & Pearce to transform customer growth strategies into reality. To learn more about Atkins & Pearce, visit them online at www.atkinsandpearce.com.

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