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**FOR IMMEDIATE RELEASE**

**Vorteq Enters Exciting New Era with Continued Momentum**

*Wismarq is now Vorteq, and customers have a whole new way to connect with the highest quality coil coating solutions.*

**April 10, 2017 (PITTSBURGH, PENNSYLVANIA)** – Wismarq Industries, LLC will now be called Vorteq Coil Finishers, LLC (“Vorteq” or the “Company”). This name change, along with the launching of Vorteq’s new web-based customer portal, is the culmination of a comprehensive initiative to create a differentiated and personalized customer service model, to further augment the Company’s premium quality standards, and to enhance brand recognition of the Company as an industry leader for specialized coil coating services.

“Since taking the lead in 2015, we have made significant investments into our assets, systems, and people.” says Jim Dockey, Vorteq CEO. “One of the most rewarding parts of this evolution has been to attract and hire the best industry minds with hundreds of years of coil coating experience to help lead this business in the future. We believe that there is simply no better team from top, down in our industry.”

Part of the Company’s recent growth included the October 2016 acquisition of Allentown, PA-based Prior Coated Metals Inc. This investment expanded Vorteq’s production capacity, processing capabilities, and geographic footprint to better service its diverse, multi-regional customer base. Today, Vorteq operates from five coil coating facilities strategically located near Milwaukee, Chicago, Pittsburgh, Philadelphia, and Memphis.

The Company name change to Vorteq Coil Finishers represents an important step in rebranding around a message of strength and momentum that will carry into the future through committed ownership, visionary leadership, and an experienced leadership team with a relentless commitment to customer service, product quality, prime yields, and continuous improvement.

“The birth of Vorteq coincides with the launching of our web-based customer portal called QUEST,” explains Dockey. “QUEST is custom designed directly from our customers’ input and feedback and will become the industry’s most personalized, adaptable, and tailor-made coil platform, providing Vorteq’s customer an entire new level of access, connectivity, and ease of shopping experience.”



Customers can join the QUEST through the new public Vorteq website, [vorteqcoil.com](http://vorteqcoil.com). The new website is a reflection of the evolving capabilities and branding of the Company, and it connects customers to important information on Vorteq, helpful industry resources, and press releases on recent activities at the Company.

Matt Homme, managing director of Peninsula Pacific, which holds a majority interest in the Company, adds, “We are proud of the substantial growth and business process improvements achieved by the leadership team at Vorteq. Peninsula Pacific will continue to support prudent investments by the Company that enhance processing capabilities and the service experience for Vorteq’s diverse and expanding customer base across the United States.”

#### **About Vorteq Coil Finishers, LLC**

Since 1982, Vorteq has been a trusted American source for quality coil coated steel and aluminum. With five facilities strategically located near Milwaukee, Chicago, Pittsburgh, Philadelphia, and Memphis, Vorteq differentiates itself by offering a broad range of aluminum and steel coil coating services to the industry, across six distinctly different coating lines. Vorteq works with customers in diverse markets to offer industry specific services including wide and narrow coil coating, printing, slitting, and embossing for a diverse range of building products, transportation, automotive, signage, and lighting end markets. For further information about Vorteq, please visit [vorteqcoil.com](http://vorteqcoil.com).

#### **About Peninsula Pacific**

Peninsula Pacific is a private Los Angeles-based company specializing in customized capital solutions for both established and developing businesses in the consumer and industrial sectors. Peninsula Pacific seeks to capitalize, restructure, and ultimately build meaningful businesses in partnership with strong management teams. For further information about Peninsula Pacific, please visit [peninsulapacific.com](http://peninsulapacific.com).