

## **NEWS RELEASE**

For Immediate Release

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### **Magline, Inc Adds Director of New Product Development**

Standish, Michigan (June 8, 2015) – Since 1947, Magline has focused on customer needs and expectations. Understanding the customer will continue to drive new product innovation to support changing needs. To ensure new products are developed quickly and efficiently to meet customer requirements, Magline, Inc., has announced the appointment of Ali Patterson to Director of New Product Development. In this role, Patterson is responsible for leading the company's growth through the introduction of new products and systems.

"Magline's consultative selling process allows us to uniquely understand the changing needs of our customers. I'm looking forward to leveraging this understanding into the next generation of innovative solutions," said Patterson.

Patterson specializes in program management, and comes to Magline with over 20 years of experience in product and project management, product development, and new product launch.

#### **About Magline**

As a leader in the material handling industry, Magline, Inc. is committed to creating innovative solutions that help people transport materials more safely and efficiently. For over 65 years, this has translated to creating an exceptional product and service experience that has earned long term customer loyalty. The focus remains on creating innovative products and services, driven by our customer needs and industry insights. Magline's industry knowledge and expertise translates into the creation of a compelling customer value proposition.

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