



NEWS RELEASE

For Immediate Release

For additional information, please contact:
Brian Gleason @ 615-672-8800

Des-Case Corporation welcomes new marketing director

NASHVILLE, Tenn. — Des-Case Corporation, a leader in industrial contamination control, recently announced the addition of Michael Powers to their senior staff in the role of director of marketing. Powers' experience has been in high growth markets and companies, including his last role as the Vice President of Marketing for Asurion.

“We are thrilled to add Michael to the team,” said Brian Gleason, president of Des-Case Corporation. “Our growth has been accelerating around the world as more and more companies look to us to help keep them up and running. Michael’s track record brings a lot of depth and breadth to our marketing efforts.”

Powers comes to Des-Case with over 15 years of extensive and varied experience in marketing and sales. At Asurion, he held roles as a senior director and vice president of account management, product marketing, business development, and product strategy. He also held increasing levels of responsibility with several divisions of GTE Wireless, GTE Communications and GTE Corporation (now Verizon). He has also worked for Raychem Corporation and General Motors. Michael holds an MBA from the University of Michigan Ross School of Business and a Bachelor’s degree in electrical engineering from Kettering University.



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“I’m happy to be a part of the Des-Case family,” said Powers. “We are a company built on a firm foundation and are in a great position to grow in offerings and markets. I look forward to furthering our marketing with our partners around the world.”

Des-Case Corporation specializes in contamination control products for industrial lubricants. Headquartered near Nashville, TN, the privately held company markets an entire line of products designed to help companies make their equipment investments last longer. They distribute Des-Case®, Hydroguard®, VentGuard™, FlowGuard™, DoublePlay™, and TriplePlay™ branded solutions through an extensive distribution network, OEM’s and private label partners. The company’s products feature designs unparalleled in the marketplace and are used wherever lubricant life and performance are essential to daily operations.

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