

## **Plasticolors, Inc. Announces Its Sales Agency of the Year**

**Ashtabula, Ohio – January 25, 2006** – Plasticolors, Inc., a custom colorant and chemical dispersions manufacturer for the thermoset plastics and paint and coatings industries, recently announced that Burks Incorporated, based in High Point, NC, has been named its Sales Agency of the Year. In the past three years, Burks has made tremendous contributions to Plasticolors' growth in the Southeast region of the United States.

"We chose Burks as our Southeast sales agent / distributor because of its outstanding relationships in the paint and coatings and cast polymer industries," said Timothy Tan, Southeast sales manager for Plasticolors. "Burks is a trusted agent that, like Plasticolors, values customer service and satisfaction above all. This really shows in the way Burks conducts business, and we are extremely pleased with our growth in the region as a result. We would like to congratulate Burks for achieving the status of Plasticolors' Sales Agency of the Year."

Plasticolors currently has ten sales agencies strategically located throughout the United States to ensure its customers' needs are met from coast to coast. When selecting the Sales Agency of the Year, Plasticolors considers sales growth, value added services and account management quality. Nine different categories are considered and a panel of internal judges rates each distributor on a point system to select the winner.

"It is an honor to be chosen as Plasticolors' Sales Agency of the Year," said Terry Mayhew, president and owner of Burks Incorporated. "Plasticolors' product consistency, on-time delivery and service are phenomenal. Plasticolors is more than just a principle to us; we've become partners in going above and beyond in technical support and service to exceed the needs of our mutual customers. It is such a great pleasure to receive this honor; we intend to do our best to be Sales Agency of the Year again in 2006."

Burks Incorporated was founded in Western NC in 1947. Nearly 60 years later, it remains a well respected manufacturer's agent and distributor of raw materials and equipment to the coatings, ink and plastics industries. For added convenience to its customers, the company currently operates two warehouses and three sales offices in the Southeastern United States.

For more information on Burks Incorporated, please visit [www.burks-inc.com](http://www.burks-inc.com) or call 1-800-999-2875.

Plasticolors recently launched its redesigned Web site; please visit [www.plasticolors.com](http://www.plasticolors.com) for more information or call 440.997.5137.

Plasticolors, Inc., a leading supplier of pigment and chemical dispersions to the paint, coatings, caulk, sealants and thermoset plastics industries, manufactures products for customers in the automotive, appliance, equipment, electrical, consumer and construction industries. The company's colorants can be found in a wide variety of products, including interior and exterior automotive components, epoxy flooring, electrical and appliance housings, and a myriad of paints, coatings and molded composite applications. The company is ISO 9001, ISO 14001 and ISO/TS-16949 certified.