

Global Expansion- The Benefits of Partnership

It was with great pleasure that The Wagman Primus Group, LP of Levittown, Pennsylvania USA recently announced that as of June 1, 2005 Tim Kleingeld, former Chief Executive of the brush materials division of Delbanco Meyer, Ltd, London, England, joined the company as a partner. As a result, Wagman Primus has broadened its trading focus to encompass the entire global brush market and is no longer solely concerned with the United States and Canada.

Since Richard Sheerr purchased the company in 1996, Wagman Primus has defined itself as a service business that provides bristle, horse hair, goat hair, fine hair, wooden and plastic paint brush handles and a complete range of paint applicators, focusing almost exclusively on the brush industry. The company is in the business of sourcing quality factories, assuring that those factories meet the specifications that its customers want, handling all financial issues, financing working capital, warehousing if needed and shipping to order. As of September 1, 2005, Wagman Primus has expanded its warehousing facilities from one outside Philadelphia, Pennsylvania to a further two in China and one in Rotterdam.

As a result of the new partnership with Tim Kleingeld, operations in China are much broader, with improved access to a greater variety of factories. There is a fully staffed office in China, which will expand further in 2006. The positive result of these refinements has most immediately been felt in the bristle and horsehair markets. The increased volume and requirement for complete assortments has allowed Wagman Primus to focus on better factories and buy more desirable assortments, at more favorable prices. In addition, the varied worldwide specifications for paint applicators have increased the number of brush and other factories the firm is busy trading with.

The company is also pleased to be able to announce that, along with Tim Kleingeld joining the team, Marita Keremezo, currently Trading Director of the bristle department of Delbanco Meyer Ltd, has accepted a position, effective January 2006. She will be actively involved in bristle trading as well as all other facets of the company's brush and brush component business, working closely with Sheerr, Kleingeld and the head of the company's applicator product lines, Neil Dolinger.

Wagman Primus recognizes that it operates in an increasingly competitive time. Everyone involved in the brush assembly business has to deal with the implications of Chinese competition and of increasing consolidation at retail. Wagman Primus continues to evolve in order that it can best meet its customers' increasing demands. The geographical expansion exemplified by Kleingeld's joining the company as a partner is one of three strategic changes that have taken place within the past year. Industrial brushes, managed by Vincent Finn, and human hair for hair extensions, overseen by Patricia Hendricks, are also central to future growth, with both seeing increased investment in human and financial resources.