

Press Release

For Immediate Release

Daubert Chemical Receives 2010 Targeted Advertising Award from the Business Marketing Association

Chicago, September 30, 2010 – Daubert Chemical Company, Inc. and its marketing and communications partner, Sales Development Associates (SDA), of St. Louis, MO were recognized by the Business Marketing Association (BMA) at a ceremony on September 29, 2010 in St. Louis and awarded a prestigious Targeted Advertising and Marketing (TAM) Award.

Daubert and SDA received a Silver award for creative excellence in the full-page advertisement category for Daubert's 75th anniversary ad.

"I'm thrilled that we've been recognized for our company's 75th anniversary advertisement", said Mike Dwyer, President and CEO for Daubert Chemical Company, Inc. "In the 75 years since George A. Daubert founded our company, we have always striven to add value to our customer's products. In many ways, we're in the protection and product enhancement business. As an employee-owned company, it's the skills and dedication of our people—their willingness to listen to and respond to customer needs—that is central to Daubert's success."



The Business Marketing Association is the largest professional association representing practitioners of business-to-business marketing and communications with more than 19 chapters throughout the United States. The BMA's TAM Award recognizes the best business-to-business marketing campaigns and honors the agencies, companies and individuals who create them.

Sales Development Associates has been honored by the BMA with fourteen TAM Awards over the past ten years for outstanding work for a wide range of clients. In addition to winning the TAM Award for Daubert, SDA also won a gold award for single direct mailing piece for ConAgra Mills, Omaha, NE and a silver award for Liberty Buildings Company, Memphis, TN for multi-mailing direct mail campaign. Founded in 1989, SDA is a privately held, female owned marketing and communications firm that works closely with each of its clients to develop unique and effective marketing campaigns and solutions. For more information about SDA, please visit www.sdastl.com.

Daubert Chemical Company, Inc. was founded in 1935 and is headquartered in Chicago, Illinois. Today, Daubert's products include Tectyl® and Nox-Rust® corrosion prevention products, V-Damp® liquid sound deadeners, Daubond® Adhesives and other specialty coatings and adhesives. The products it manufactures are sold globally to the automobile, transportation, marine, aerospace, general industrial, and military, furniture and woodworking marketplaces. For more information, visit www.daubert.com.

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