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WM Plastics changes name to Novation Industries® -
Introduces new logo and corporate identity

McHenry, Illinois, February 12, 2013 -- WM Plastics announces a change in its corporate naming approach and is now doing business exclusively as Novation Industries®, a name that represents its expanded service offering of holistic product development. Also, a new, succinct branding strategy exemplifies the company's integrated offering of product design, component manufacturing and sourcing, contract manufacturing and logistics services.

Novation Industries®, which has been in business for 40 years as WM Plastics, has provided industrial and consumer product engineering, plastics injection molding, and contract manufacturing for customers nationwide. With a new focus to provide comprehensive product development, it has recently expanded its offering to include front end research, industrial design, prototyping and testing. Company managers feel that the new name, Novation Industries®, represents both its innovative design capabilities, as well as its long-term experience providing engineering and manufacturing.

"By rebranding the company under the Novation Industries® name, the company is better positioned to build a brand that will support our expanded service offering as a new product innovator," said Chris Metz, the company's president. "The new tag line, *Manufacturing Ideas*, depicts our commitment to not only producing breakthrough ideas, but also to making our customer's ideas come to life."

As a part of the company's rebranding strategy a new corporate logo has been designed. The mark graphically integrates the "N" from Novation and incorporates a

contemporary color palette incorporates green to represent innovation and change and grey to represent industry and manufacturing. A new website, located at www.novationindustries.com promotes the new brand and provides a comprehensive overview the company's service capability.

Through an Integrated Development Process (IDP), Novation Industries® is able to offer customers a range of disciplines to ensure rapid, yet marketable design, functional technical development and an efficient production approach, bringing products to market with integrated efficiencies such as:

- Speed-to-market
- Parallel efficiencies
- Integrated design solutions
- Phase-gate governance
- Single-point accountability

"Novation is always willing to offer design changes, challenge technologies and prove designs," said Steve Bankemper, commodity manager for Sloan Industries and long-time customer. "The responsiveness and commitment to their customer is unequalled to others I have worked with."

Services offered include:

Research – risk minimization through research-driven new product "ideation," market validation

Industrial design – innovative, design employing 3D modeling techniques and prototyping

Engineering – multi-functional teams encompassing mechanical, electrical, industrial, plastics and tooling disciplines

DFM – designing manufacturable solutions that bring production efficiency, while maintaining design objectives

Prototyping – machined, cast or molded methods for design confirmation and testing

Plastics – complete injection molding tool design, production and finishing capabilities

Manufacturing – comprehensive contract services including domestic and global sourcing

Logistics – turnkey logistics services with stocking programs, inventory control and fulfillment

After being in business for forty years, the company is in a strong position to leverage its successful history, market knowledge and extensive service offering to increase sales with more aggressive and honed marketing programming. The company's name and

new brand strategy will support its renewed focus on holistic product development and its commitment to increasing national market share through new and expanded customer relationships. A proactive marketing strategy, will help Novation Industries® reach regional and national companies to partner in co-developing new and innovative products.

WM Plastics, was established in 1967 by Bill Metz, an accomplished tool and die maker. Metz established and differentiated his company by providing quality custom injection molded parts with exceptional customer service and on-time delivery. After Bill Metz's untimely death in 1982, W M Plastics continued its focus on providing exceptional service under the leadership of his son, Chris Metz, who incorporated an ever-increasing array of value-added manufacturing capabilities and front-end services including cutting-edge design and engineering support.

Novation Industries®, formerly WM Plastics, specializes in integrated product development services including industrial design, injection molding and sourcing, contract manufacturing, and logistics. The company's core ideology drives Innovation, efficiency and a customer-centric focus. Novation Industries® has considerable expertise within diverse markets and has worked with major consumer products, medical and merchandising manufacturers to provide product development solutions.

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