



GIBBS & SOELL, INC.
PUBLIC RELATIONS

Tel: 212 697 2600
Fax: 212 697 2646

Chicago
Raleigh
Zurich

60 East 42nd Street
44th Floor
New York, NY 10165

www.gibbs-soell.com

LORD CORPORATION PARTNERS WITH GIBBS & SOELL ON STRATEGIC COMMUNICATIONS PROGRAMS

Key Messages:

- LORD Corporation is a diversified technology leader that develops breakthrough adhesive, coating and motion management technologies.
- Gibbs & Soell is a global independent public relations agency proudly celebrating the 40th anniversary of its founding.
- Gibbs & Soell will provide LORD Corporation with strategic counsel and program implementation for corporate and employee communications.

NEW YORK, August 10, 2011 – LORD Corporation, a diversified technology leader that develops breakthrough adhesive, coating and motion management technologies, has selected **Gibbs & Soell Public Relations** to provide strategic counsel and program implementation for corporate and employee communications. Gibbs & Soell is a global independent PR firm with practice areas dedicated to **advanced manufacturing** and **technology** communications.

Founded more than 85 years ago, LORD is headquartered in Cary, N.C., with more than 2,700 employees in 24 countries. The company provides innovative solutions to aerospace, defense, automotive and manufacturing customers from its industrial facilities and 100 strategically located sales and support centers worldwide. Its annual sales exceed \$610 million.

“LORD is pleased to appoint Gibbs & Soell as our strategic communications partner on corporate and employee engagement programs,” said Rebecca Williams, vice president, global marketing and business development, LORD Corporation. “We look forward to collaborating with Gibbs & Soell to accelerate growth and understanding about LORD through meaningful dialogue with our customers, employees and others.”

Nearly doubling in sales over the last 10 years, LORD continually ranks number one or two in their targeted markets and is focused on technology development for continued growth. Gibbs & Soell will assist LORD through corporate and employee communication programs to achieve growth objectives.

“Gibbs & Soell is honored to help LORD share more broadly its strong company story with customers and employees,” stated Luke Lambert, president, Gibbs & Soell. “LORD has thrived for nearly nine decades based on a solid business foundation, and we are looking forward to collaborating with its leadership team to communicate its exciting vision for the future to its stakeholders.”

Gibbs & Soell offers **communications expertise** to top-tier corporations, organizations and brands in advanced manufacturing and energy, agribusiness and food, consumer lifestyle, building solutions,

greentech and sustainability, professional services, and technology and general science. The firm's **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About LORD Corporation

Founded in 1924, LORD Corporation is a privately-held company that designs, manufactures and markets mechanical devices and electromechanical systems to control vibration, motion and noise; formulates, produces and sells general purpose and specialty adhesives, coatings and electronic materials; and develops products and systems utilizing magnetically responsive technologies. With headquarters in Cary, N.C., and sales in excess of \$610 million, LORD has manufacturing in nine countries and offices in more than 15 major business centers. LORD Corporation employs more than 2,700 worldwide. Visit www.lord.com for more information.

About Gibbs & Soell:

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries through its Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

CONTACT: Mary C. Buhay
Gibbs & Soell, Inc.
212/697-2600
mbuhay@gibbs-soell.com

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