



## News Release

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### **BENJAMIN OBDYKE INITIATES ACQUISITION STRATEGY AS CONSTRUCTION INDUSTRY HEADS TOWARD REBOUND**

Exterior building products manufacturer [Benjamin Obdyke](http://www.benjaminobdyke.com) is actively looking for new ways to expand its business through the acquisition of new product ideas, patents, expanded product lines, and even new companies. The goal is to leverage the company's strengths as the economy begins its rebound, according to its Director of Business Development. The company has a 142-year track record of releasing innovative products that enable builders to "build better."



HORSHAM, PA — At a time when the construction industry seems to have little positive to report, one building products manufacturer is looking to grow its business with a strategy to acquire new product ideas, patents, product lines, and/or companies.

[Benjamin Obdyke](http://www.benjaminobdyke.com), a leading provider of residential and light commercial roof and wall products in the U.S. and Canada, is actively searching for new opportunities that will position it for maximum growth as the construction sector recovers from its current downturn. "In order for us to achieve the company's growth objectives, we will need to look outside the organization for new product ideas that we can synergize with our internal product development processes," said Geoff Ehrman, Director of Business Development.

Specifically, the company is placing renewed emphasis on acquiring intellectual property, manufacturing capabilities, information technology, and new ideas that will allow it to leverage its core competencies. "Our products have consistently provided a superior level of performance that extends the life of the building system. We like to say our products help builders 'build better,'" Ehrman explained. "By moving into an acquisition mode, we see it as a way to improve our current products, introduce new products, or expand our market reach so we can continue to provide our customers the

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specific products they need. We are fortunate right now to be in the position to take advantage of a variety of opportunities,” Ehrman said.

He pointed out several reasons why a company or inventor might want to partner with Benjamin Obdyke. “First, we have a well-established and respected brand of products for the building’s exterior envelope. Second, we have established channels to access the market that is built upon our reputation for quality. And third, we have the technical expertise to help the contractor/builder build better. We have spent a great amount of time working with code officials and building scientists to make sure our products align with current building science practices,” Ehrman said.

To discuss a prospective alliance partnership, contact Geoff Ehrman at 215-672-7200. For more information on the company, visit [www.benjaminobdyke.com](http://www.benjaminobdyke.com).

### **About Benjamin Obdyke Incorporated**

Since 1868, Benjamin Obdyke has been helping architects, builders, and contractors in the United States and Canada Build Better™ by developing and adding new advances to its product line. Benjamin Obdyke develops, sources, markets, and sells proprietary roof and wall products that improve the building envelope and the performance of other building materials for the residential new construction, repair, and remodel markets. Innovations from Benjamin Obdyke, such as the first roofing ridge vent on a roll, the first wood roofing underlayment, and the first rolled product to provide drainage and air flow in rainscreen wall assemblies, have helped shape today’s building practices. Headquartered in Horsham, PA, USA, Benjamin Obdyke partners with a network of distributors, dealers, buying groups, and cooperatives to reach building professionals in the United States and Canada.

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