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*For Immediate Release*



## **Velvac Announces New Product Catalog**

***Leading Supplier to the Truck Equipment Aftermarket, Heavy and Medium Duty truck OEM's, Recreational and Specialty Vehicle Markets***

**October 27, 2009 – New Berlin, Wis.** Velvac, Inc has released a new 2009-2010 Product Catalog including over 1200 new part numbers. Velvac has been continually expanding and upgrading six broad product categories to meet the needs of their customer base and changing markets. With their acquisition of K-10, and the development and addition of several new mirror product families, there are some very exciting new Velvac product lines in the catalog. Velvac now offers the industry's broadest line of mirror products, from unique, proprietary mirror systems for OEM vehicles to high-volume replacement mirror heads and service parts. **Stant** radiator caps, for the heavy duty truck market, are now available and can be ordered, using the Stant part number. A line of quality **windshield wipers** manufactured by the same company that designs the wiper systems for the OEM's has also been added. Also, look for the expanded line of POP's, displays and Plan-O-Grams for retail merchandising. To support the retail merchandising, whole package part numbers and pricing have been implemented.

The colored catalog has more illustrations and is arranged in a more user friendly format. Wherever possible, similar product was combined in a table format, comparing the features and benefits. Helpful hints, shaded in blue, were added to give extra customer information. In

the push/pull valve section, schematics have been included to give extra technical information, aiding in the selection of the proper valve.

The new Velvac catalog is available on line at [www.velvac.com](http://www.velvac.com) through the Contact Us/Request Literature section of the site. On the same page you can send in a request for a hard copy catalog as well.

**About Velvac, Inc.**

Velvac is a leading manufacturer and supplier of vision systems and component parts to the recreational, truck and specialty vehicle industries. Velvac has the industry's broadest mirror product offering, from unique, proprietary mirror systems for OEM vehicles to high-volume replacement mirror heads and service parts. Founded in 1934, Velvac's corporate offices and aftermarket operations are located in New Berlin, Wisconsin. Its complete state-of-the-art manufacturing facility is located in Reynosa, Mexico. In 2005, Velvac was acquired by Prospect Partners, LLC, a Chicago-based private equity firm specializing in lower-middle-market niche businesses, and Jeff Porter, Velvac President & CEO. For more information, visit the company's Web site at [www.velvac.com](http://www.velvac.com).