



PRESS RELEASE

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OMG Roofing Products Relaunches W.P. Hickman as OMG Edge Systems -- New Focus on Product Development and Customer Service --

AGAWAM, Mass., February 17, 2016 – OMG Roofing Products, the leading U.S. supplier of roofing fasteners, adhesives, retrofit roof drains, pipe supports, productivity tools and edge metal systems, has relaunched the W.P. Hickman business as OMG Edge Systems.

For more than 30 years, OMG Roofing Products has focused on developing and delivering products to roofing contractors that improve productivity and enhance roof system performance. Under the OMG Edge Systems name, the company will bring greater focus and commitment to delivering edge metal products and services that help roofing contractors install better roofs, win more jobs and make more money.

“W.P. Hickman developed the world’s first pre-engineered edge metal system, called SafeGuard®, in 1960, and has been an industry leader ever since,” said Josh Kelly, vice president and general manager of OMG Roofing Products. “We’re going to leverage that technology and industry know-how to develop products for roofers that install faster and perform better, supported by the same customer service and field support the market depends on from OMG.”

Under OMG Edge Systems, the company will continue to manufacture the industry's largest selection of warrantied and Factory Mutual-approved roof edge products, including fascia, coping and gutter systems. Additionally, the company will continue to offer custom edge products, as well as key products including TerminEdge™ Fascia and PermaSnap® Coping.

Besides the new OMG Edge Systems category and product logos, the company will be developing an integrated marketing communications program to drive the brand among contractors and roofing specifiers. Marketing communications efforts will cover a host of activities during the next several months including launching the new OMG Edge Systems web site, initiating an e-marketing and social media campaign, as well as print and electronic advertising and various public relations activities.

OMG Roofing Products is headquartered in Agawam, Mass., and also operates facilities in Addison, Ill, Asheville, NC and in Rockford, Minn. Please visit www.OMGRoofing.com or call (800) 633-3800 for additional information.

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