



# News Release

FOR IMMEDIATE RELEASE  
Nov. 30, 2010

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## **Helping to build a better RV: Dicor Corporation unleashes a surge of new products**

LOUISVILLE, Ky. — RVs that are lighter, stronger, more functional, more energy efficient and more weatherproof — with automotive quality and many new conveniences. “That’s what will help the industry go where it needs to go,” said Gregg Fore, president of Dicor Corporation. “And in our role, that is what we have focused on with new intensity.”

Dicor Corporation is a leading supplier to the RV industry and has unleashed a surge of new products for the 2010 National RV Trade Show in Louisville. This record rollout comes in the wake of a new branding scheme — designed to make clear how Dicor Corporation relates to its affiliated companies and to the diverse range of products these companies provide for both OEMs and the aftermarket.

The affiliated companies are:

- Dicor Products, which provides lightweight, stylish solutions for cabinets as well as new products for wheels, table and TV mounts, and steps.
- United Shade, offering the broadest line of window coverings in the industry, including new motorized shades.
- Seal Design, offering an array of new sealant products for 2011 designed to completely eliminate leaks, insulate and reduce energy costs.

- Vixen Composites, a new company with a revolutionary new composite manufacturing process for RV sidewalls that has been more than two years in the making, designed to address common problems associated with current sidewalls.

“All these companies are leaders in what they do — in the kind of products, service and solutions they provide customers,” said Fore. “They are all under the umbrella of Dicor Corporation and share our commitment to providing fresh answers to the challenges faced by RV manufacturers.”

Fore noted that Vixen Composites entailed a \$6.1 million investment in a new facility and in the intensive, innovative development of a new, one-of-a-kind custom manufacturing process that both expedites and greatly improves sidewall production.

“Better stuff, better turn-around, made for your needs. That’s what Vixen is all about, and you can say the same for the rest of our companies,” said Fore.

“We call a lot of what we offer ‘boring stuff’ because it involves products the typical RVer wouldn’t think twice about, but which makes the core functions of an RV better. And when we can supply products like Core-Lite<sup>™</sup> plywood — which is up to *60 percent lighter* than comparable plywood — you are giving manufacturers a way to reduce vehicle weight. That’s what we call ‘amazing.’ However, the RV customer will never notice, except that he’ll be able to tow the trailer he wants with a more affordable vehicle.”

“Still, the RV customer should be aware that these kind of products are here, and are one of several reasons why the RV of today is moving toward a new level of quality, affordability and customer satisfaction. That’s the kind of trend we’re proud to be associated with.”

For more information about Dicor Corporation and the products of its affiliated companies, visit its booth at the show, No. 260, North Wing Lobby, or go to [www.dicor.com/amazingstuff](http://www.dicor.com/amazingstuff).

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