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ROWMARK PRODUCTS HIT “PRIME TIME”

FINDLAY, OHIO – Rowmark LLC is proud of its participation in supporting the heart-warming efforts featured on the season premiere episode of ABC’s hit show *Extreme Makeover: Home Edition* on September 25, 2011. Rowmark donated engravable plastic sheet materials that were used to fabricate a commemorative wall honoring veterans.

For this build, *Extreme Makeover: Home Edition*’s “Extreme Team” travelled to Fayetteville, North Carolina, to help dedicated 15-year Navy veteran Barbara Marshall create a more suitable home for local homeless women veterans and their children. Marshall’s *Steps-N-Stages Jubilee House*, dedicated to providing shelter and support, was in desperate need of more space and resources.

Rowmark and its Authorized Distributor Johnson Plastics supported the effort by donating Rowmark’s Brushed Gold MetalGraph Plus® engravable sheet material. Local Fayetteville sign shop owner Mark Wilson of Pro Sport Graphics personally requested Rowmark material for the “Extreme Team’s” engraving project. The donated material was used to create over 500 custom hinged veteran plaques for a wall display installed in the home’s common area. Designed to instill hope, the outside of each plaque features an engraved plate with a veteran’s name and rank, while the inside features an inspirational quote from a woman who has already graduated through the process of *Steps-N-Stages Jubilee House*.

Before the “big reveal,” First Lady Michelle Obama visited the build site and completed the project by placing the last plaque on the wall. Mrs. Obama stated in the episode, “This is a wonderful plaque project in the dining room. It’s a way to honor women who have been a part of this house. Lives have been impacted. To me, each name is a message of inspiration that each of them shares, a representation of what we do as Americans. We come together, we join forces and lift others up... and those stories give us strength.”

Rowmark President and CEO Duane Jebbett said of the build project, “Rowmark’s Founder Fred Kremer built and established the company culture on the premise that leadership is best demonstrated by giving back to others. These values continually drive Rowmark’s company culture, and our team is proud and honored to be a part of this worthy project.”

For more information about Rowmark or Rowmark products, visit www.rowmarkllc.com or www.rowmark.com.

About ABC-TV’s “Extreme Makeover: Home Edition”: *The Emmy award-winning reality program “Extreme Makeover: Home Edition,” now in its 9th season, is produced by Endemol USA, a division of Endemol Holding. It’s executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. Episodes air Friday nights from 8:00 – 9:00 pm, ET on ABC.*

Company information: Rowmark is the world’s leading manufacturer of engravable sheet plastic for the awards, engraving and signage markets, and also carries a complete line of sublimation products. Its products are sold exclusively through Authorized Rowmark Distributors in more than 60 countries. For more information, visit rowmark.com.

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