

## **Creative Materials Announces Expansion**

*New lab space, new sales reps to serve increasing customer demands for custom materials*

**Tyngsboro, MA, April 15, 2005** – Creative Materials Inc. has recently expanded its research and development laboratory located in Tyngsboro, Massachusetts, and hired six new sales representatives in North America. The laboratory is used to custom formulate conductive adhesives, coatings and inks, as well as encapsulants, used in applications for the microelectronics, biotechnology, electronics, electrical, medical, automotive, telecommunications and aerospace/defense markets. Current R&D projects include developing new materials for RFID technology, Department of Defense applications and medical research devices.



By working closely with customers, Creative Materials reduces the time it takes for a manufacturer to develop a new product from prototype to full-scale production. Sales representatives have been added to provide local customer support in the following territories: Ontario, Canada; Florida and Puerto Rico; Minnesota, the Dakotas, and Western Wisconsin; Michigan; Mexico, Texas, New Mexico and Oklahoma.

“We are pleased to add representation in key areas of North America, because the closer we get to the customer, the better we can support and serve them,” said Ron Lilly, Vice President of Sales and Marketing. “We continue looking for experienced sales reps in the Midwest, Northwest and Southeastern states other than Florida.”

“With our new lab, we can support our customers’ growing spectrum of applications, and respond quickly to their inquiries. This will give us the opportunity to explore new technologies,” said Victor Borges, manager of technical services. “If a customer needs a new material formulation to build their product, we can make it, or we can reformulate one of our 1,000 plus existing products.”

Creative Materials has built a reputation for excellence in quality and consistency of its products. “When we make a product, it’s the same every time,” Borges said. “Our customers’



[www.creativematerials.com](http://www.creativematerials.com)

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success depends upon our consistency. I am very pleased with our new laboratory because it provides my team with the space and equipment we need to do excellent work.”

### **About Creative Materials, Inc.**

Creative Materials, Inc. develops and markets specialty chemical products to customers world-wide. Founded in 1986, Creative Materials has its headquarters and production facilities in Tyngsboro, Massachusetts. Products from Creative Materials are used to manufacture electronic components for automobiles, computers, keyboards, and cell phones; medical electrodes and medical instruments; heating equipment; and aerospace devices. Creative Materials offers more than 1000 product formulations, and is ISO 9001 certified. For additional information please visit <http://www.creativematerials.com/>.

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