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## **Brand Services, Inc. Announces Acquisition of Aluma Enterprises, Inc.**

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St. Louis, Missouri (August 11, 2005) -- Brand Services, Inc. announced today it has acquired Aluma Enterprises, Inc. The acquisition, which closed on July 29, 2005, solidifies Brand's position as the North American scaffolding leader, expands the company's presence and capabilities internationally, and adds a key Concrete Construction business to its portfolio of offerings.

"This allows us to build a team that is truly better together by combining the strengths of two industry-leading companies," said Dave Witsken, VP of Business Development. "We are excited about the new value that we can bring to customers in leveraging our combined resources."

Brand will operate its Canadian scaffolding business and its world-wide Concrete Construction business units under the Aluma Systems name. The US Scaffold business will continue to operate under the Brand name.

The combined companies include 6500 skilled workers, \$400+M in combined equipment inventory, and 81 strategic locations throughout the US, Canada, Latin America, the Middle East and Asia.

The combined companies focus on the refining, oil sands, utility, chemical, and pulp and paper industrial markets, as well as commercial and concrete construction areas.

Brand is organized in four strategic regions, and has retained Mike Batchelor from Aluma as Regional Operating Vice President of the Canadian region scaffolding. Aluma executive Stephen Tisdall will continue to lead the acquired concrete construction business unit. These new additions compliment the existing strength of the Brand Senior Management Team.

"Overall, we have a motivated management team with significant industry experience," said Paul Wood, President and CEO of Brand. "The Brand and Aluma organizations share common values and culture in the areas of safety, integrity, quality, and customer service which is facilitating a successful integration process."

