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This year's FEIBP congress to be held in Lyon France

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AIRSTREAM COMMUNICATIONS



The FEIBP Congress 2026 will take place in the captivating city of Lyon, France, from September 22 to 24, 2026. This event awaits you against a backdrop that seamlessly blends history and modernity, making it the perfect setting for our gathering.

Lyon, the third-largest city in France, is celebrated not only for its rich and storied past but also for its vibrant cultural scene and culinary excellence. Designated as a UNESCO World Heritage Site, Lyon is a treasure trove of Renaissance architecture and contemporary innovation. As you explore, you'll find yourself wandering through the charming cobblestone streets of Vieux Lyon or ascending to the stunning vistas from the Basilica of Notre-Dame de Fourvière. Don't miss the chance to visit the bustling markets and quaint bistros that showcase Lyon's reputation as the gastronomic capital of France.

The congress promises to be a unique opportunity to gather with other leading professionals, thought leaders, and innovators from

around the world. Delegates can expect a dynamic program that includes insightful keynote speeches, engaging panel discussions, and hands-on workshops led by industry experts. This is a chance for all attendees to exchange valuable insights, share best practices, and reinforce connections that drive the industry forward.

In an announcement from FEIBP President Simon Lorillière during the FEIBP congress in Ischia, it was revealed that the Lyon Congress will focus on crucial themes such as environmental transition and policy protection. The agenda includes planned networking and team-building activities, highlighting a creative session known as "Climate Fresh" that will encourage participants to explore sustainable practices; to celebrate our collective achievements and foster camaraderie. A gala dinner at a design museum is also on the horizon.

This year's FEIBP congress to be held in Lyon France

As always, the congress will feature informative market reports covering essential sectors like Bristle, Synthetics, Steel, Vegetable Fibres, and Fine Hair. These reports will subsequently be published in the following editions of Brushwork Magazine, allowing all participants to glean insights long after the event concludes.

Attendees can look forward to engaging with emerging trends and participating in thought-provoking dialogues. The networking events are carefully designed to facilitate exceptional interactions, giving delegates the opportunity to reconnect with longstanding colleagues and forge new friendships.

In addition to the rich program of the congress, Lyon offers an abundance of attractions and experiences to complement your visit. Be sure to immerse yourself in the city's artistic heritage at the Musée des Beaux-Arts, take leisurely strolls along the picturesque Rhône River, or savor the exquisite cuisine at one of the numerous renowned "bouchons."

Join us in Lyon as we unite with fellow FEIBP members to pave the way for the future of our industry. Together, we are poised to drive progress and foster sustainable practices that will significantly influence tomorrow's business landscape. We look forward to welcoming you to this inspiring and transformative event!

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Mill-Rose Blue Monster Products to Sponsor Professional Angler Massey in Major League Fishing



Matt Massey, professional fisherman, on the water in his sleek-and-sassy fishing boat.

The Mill-Rose Company, exclusive supplier of Blue Monster products used in P/H/C applications and the world's leading supplier of PTFE thread sealants, has agreed to sponsor Matt Massey, a plumber-turned-professional angler, in Major League Fishing.

With a plumbing career spanning 44 years, Matt is an ideal representative for Blue Monster products as he pursues his passion for fishing as a professional fisherman. Matt is a second-generation master plumber who built a successful business as owner of Massey Plumbing and Heating in Denver, Colorado. After four decades of plumbing in the Denver area, Matt moved to St. Augustine, Florida where he founded a firm specializing in plumbing and gas line installations.

Matt joined the National Professional Fishing League (NPFL) in 2020 and has had a high percentage of in-the-money finishes. In 2026 Matt switched to Major League Fishing known for the popular Bass Pro Tour. As a professional angler, Matt takes pride in developing new, more efficient fishing techniques and testing lures in a broad range on onshore locations and weather conditions.

As a master plumber, Matt is an avid user and believer in Blue Monster products. "I'm thrilled to welcome Mill-Rose and Blue Monster as a sponsor.

Their products have such a high reputation for quality and a deep commitment to customer trust. We hold the same core values," said Massey. You can follow Matt's competitive fishing endeavors on social media including Facebook (www.facebook.com/MasseyFishing/), Instagram (@mattmasseyfishing) and YouTube.

Greg Miller, President of The Mill-Rose Company said, "Matt Massey is the ideal representative for Mill-Rose and the Blue Monster brand. We are very proud to team up with a professional contractor that's one of the best anglers in the world, exposing Blue Monster professional-grade products to a wider fishing audience."

About Matt Massey

Matt Massey is a master plumber-turned-angler seeking solace and fulfillment through fishing. After four decades of plumbing in Denver, Matt moved to the sunny shores of Saint Augustine, Florida where he pursues his passion for bass fishing competing on some of the biggest stages as a member of the National Professional Fishing League (NPFL) and Major League Fishing. After moving to Saint Augustine, Matt founded First Coast Home



Solutions, a business specializing in plumbing and gas line installations, that keeps him busy and provides him the flexibility to fish in Major League Fishing.

About The Mill-Rose Company and Clean-Fit Products

Clean-Fit Products serves contractors in the plumbing/heating/cooling industry offering professional-grade brushes, abrasives, PTFE thread sealants and specialty tools. Clean-Fit Products is a division of The Mill-Rose Company, the largest U.S. manufacturer of twisted-in-wire brushes used in virtually every type of industry throughout the world. Mill-Rose is a family-owned organization, now in its fourth generation. Mill-Rose has experienced significant growth from its humble beginnings in 1919, and today operates manufacturing and warehouse facilities throughout the United States and Mexico. Mill-Rose has over 100,000 square feet of production facilities in the U.S. and Mexico, complemented by a 112,000 square foot U.S. distribution center.

For further information contact Clean-Fit Products, 7310 Corporate Blvd., Mentor, Ohio 44060. Telephone 1-800-321-3598, e-mail info@cleanfit.com or visit the company's web site at www.cleanfit.com.



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At Fass, technological innovation has always been at the core of our production process. This enables us to remain competitive in the market and continuously achieve higher levels of performance, delivering superior value to our partners.

Over the years, we have invested in automated, cutting-edge machinery, introducing solutions that have significantly improved our production processes.

Below are three key examples implemented in our facility.

Three-fiber, five-axis technology: a revolution in broom production

We were among the first companies in Europe to adopt three-fiber, five-axis technology for broom manufacturing.

This advanced system enables more precise and flexible operations, thanks to a high level of automation and optimized raw material management.

The technology allows us to insert up to three different types of fibers into a single broom—each with specific properties in terms of rigidity, density, and cleaning performance. The result is a more efficient and durable product, capable of adapting to different surfaces and ensuring deeper cleaning.

Full-electric molding: precision and sustainability

We have also adopted advanced solutions in our molding department.

Our full-electric presses ensure extremely precise control over the production process, offering significant advantages in terms of finished product quality and energy efficiency.

This technology reduces emissions, minimizes oil usage, and ensures greater repeatability in production cycles—delivering stable and consistent results even at high volumes.

Mop production: up to five materials in a single component

In our mop production process, we use an automated machine that allows us to combine up to five

different materials in a single production phase. Currently, we work with microfiber, nonwoven fabric, flock, and spider mesh in various colors and combinations, while maintaining full flexibility for customization.

This system enables us to integrate materials with different functions—such as absorbency, durability, flexibility, and cleaning performance—into a single component.

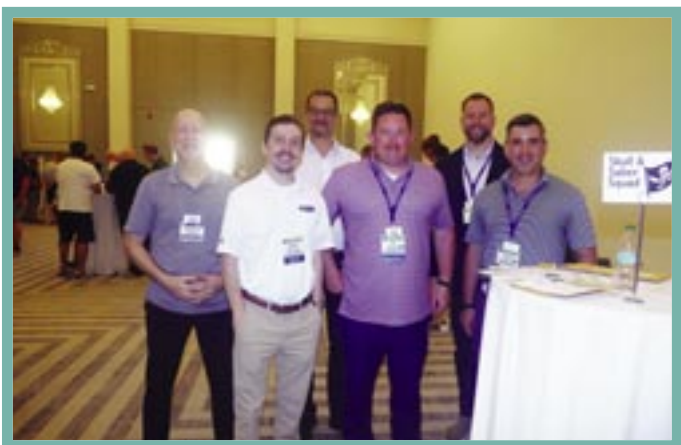
This approach allows us to tailor the technical features of each product to the needs of our partners while optimizing time and resource use, significantly reducing material waste.

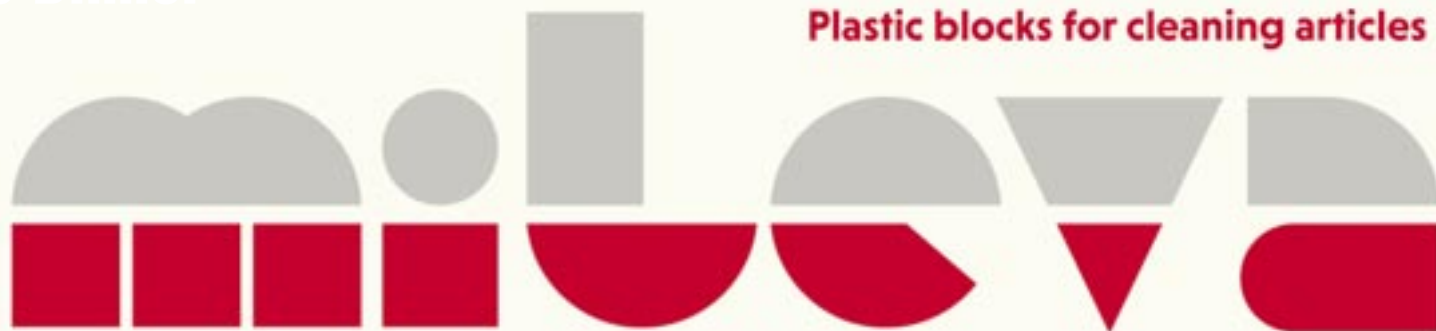


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Team Building at 109th Annual ABMA Convention Puerto Rico.
Full report on the conference to follow in Brushwork May-June 2026





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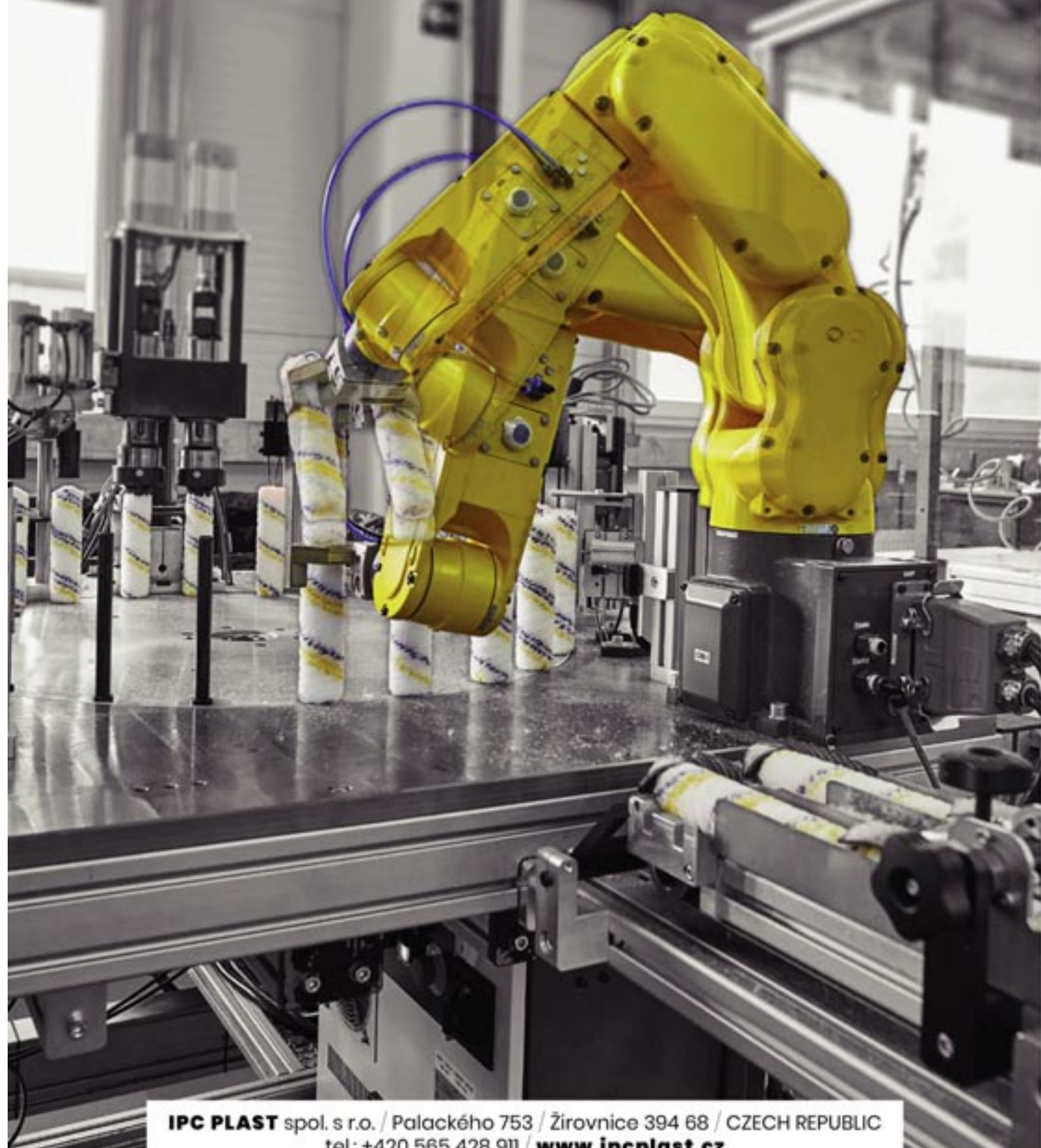
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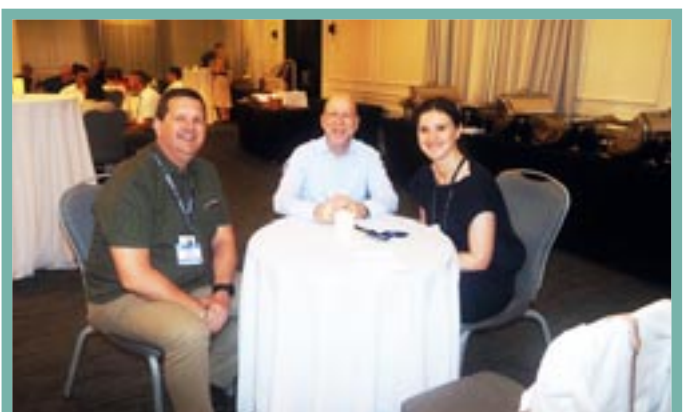
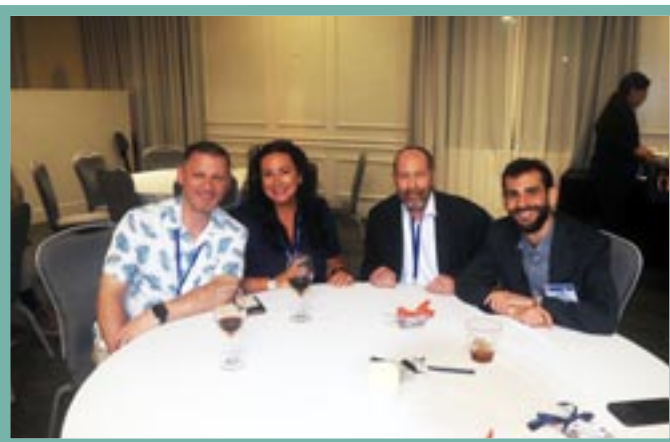
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Paul M. Miller Welcome Reception at 109th Annual ABMA Convention

Full report on the conference to follow in Brushwork May-June 2026



Gordon Brush Acquires Custom Brush

Gordon Brush® Mfg. Co., Inc. has announced that it has acquired the assets of Custom Brush Company in Cherry Hill, NJ and the Company's operations will immediately be moved to Gordon Brush's 183,000 sq. ft. facility in City of Industry, CA.

Custom Brush Company Inc. was founded in 1968 by Arthur Levit, a veteran of the industrial and commercial brush industry and in 2000 Custom Brush was acquired by Robin Reisman, daughter of Mr. Levit. "The goal was to supply high quality American made replacement brushes, at reasonable prices. We felt that Gordon Brush was the best fit to take Custom Brush Company to the next level, to continue our family tradition of individualized customer service, and to best manufacture our American made line of brushes."

Gordon Brush President Ken Rakusin stated, "This is our 17th acquisition and Custom Brush will add to our group of amazing companies: Marx Brush, Milwaukee Dustless Brush, JEK, Redtree Industries, Brush Supply, StaticFaction, J. B. Ward, Kirschner Brush, Easy Reach Supply, Spectrum Paint Applicators, Parker Brush, Justman Brush and Mr. LongArm. The Custom Brush acquisition dramatically enhances our scale, product offerings, and geographic reach – creating new synergies that better position us for future growth and investment in new and existing markets. As the demand for American made products increases, we are proud to be leading the charge."



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Announcing the Loss of Dr John Rainey MBE Chairman of Denman Professional and Denroy Group



It is with deep sadness that we share the sudden and heartbreaking passing of our beloved Chairman, Dr John Rainey, who left us in the early hours of this morning.

From all of us at Denroy and Denman, this loss is immeasurable.

Dr John was so much more than a Chairman. As the leader of a proud family business, he poured his heart into every aspect of Denroy and Denman. His dedication was rooted in the same love, care, and integrity he had for his own family; a family he adored and spoke of with immense pride and affection. They were his greatest joy, and the foundation of everything he built.

He was a remarkable leader, a visionary engineer, an inspiring entrepreneur, and above all, a man who truly loved people. He cared about every individual in this company; their wellbeing, their growth, their families, their future.

His belief in people shaped the very culture we are proud to have today.

His passion for the company was woven into everything he did. He built, nurtured, protected, and championed this business as though it were an extension of his home. His standards were high, his curiosity endless and his generosity unmatched. He was, quite simply, an extraordinary boss and an exceptional human being.

Outside of work, Dr John was known for his vast and varied passions, his love of books, his fascination with history, his joy in collecting, and his unwavering commitment to engineering and innovation. He had an insatiable appetite for learning and an extraordinary ability to connect with others through his knowledge, humour, and warmth.

He also cared deeply for the environment and the world we are leaving behind for future generations. His commitment to sustainability shaped our direction as a company long before it became commonplace.

Today, we mourn the loss of a leader, a mentor, a colleague, and a dear friend. But we also celebrate the immense legacy he leaves behind a legacy built on kindness, curiosity, courage, and love. Which we will share more of in due course.

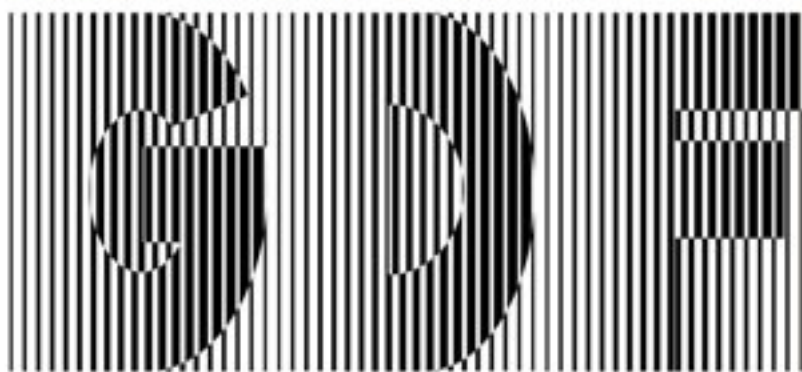
Through his remarkable mentorship and unwavering belief in people, John invested deeply in developing the next generation of leaders. His guidance, wisdom, and steady hand have ensured that the business he loved so dearly is in very good hands.

In the meantime we take comfort in one of his favourite authors; A.A. Milne, which feels especially fitting today:

“How lucky am I to have something that makes saying goodbye so hard.”

We are all incredibly lucky to have had him.

Our thoughts are with the Rainey family, his friends, and everyone whose lives he touched.



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John J. Lannon

Born August 3, 1944. Passed March 3, 2026



John Lannon, co-founder of Lanoco Specialty Wire, passed away peacefully on March 3, 2026, at Care One Millbury after a six-year battle with cancer.

John was born in Worcester, the son of Michael J. and Florence G. (Garrow) Lannon. He is survived by his loving wife of 56 years Kathleen (Bradley) Lannon, his daughter Kerry Lannon and her partner Michael Elia, his son Kevin Lannon and wife Melissa, his grandsons Evan and Jay Beaudet, his twin granddaughters Amelia and Jocelyn Lannon, his brother Robert G. Lannon and wife Mary, and his sister-in-law Mary Ellen O'Connor. He is predeceased by his brothers Francis and Michael, his sister Patricia, and his grandson Jack Beaudet.

John attended South High School and later graduated from Becker Junior College with a degree in Business Administration. He joined the U.S. Marine Corps in 1963 and served in Vietnam. He received the Navy Commendation Medal with the Combat "V" for valor and was awarded a Meritorious Mast for outstanding performance of duty. He always said, "my country trained me well". His pride of service remained with him throughout his life.

John worked at Worcester Wire, a division of National Standard Corp. in Worcester MA, for 14 years, and was transferred to National Standard in Mount Joy, PA to help train and oversee the setup of equipment. After being there for two years, he decided to start a family-owned business with his brother Robert, and brother-in-law Thomas O'Connor. Together, in 1984, they formed Lanoco Specialty Wire Products, Inc which produces fine diameter wire for the power brush industry.

John was an avid reader of books with a deep interest in history and science. He enjoyed traveling to Civil War Battlefield sites and National Parks, attending Broadway plays and concerts and sailed on more than twenty ocean cruises throughout his life. He had a passion for gardening and looked forward to his many trips to Mohegan Sun Casino. Above all, he cherished the time spent with his beloved wife, children, grandchildren, his brother Bob and other relatives and friends.

He was a loving husband, father, grandfather, a beloved family man, business owner and a proud veteran. John was a member of the Disabled American Veterans and the Charles F. Minney Veterans of Foreign Wars Post 3329 in Millbury.

Brushwork

Features List 2026 - 2027

Editorial & Advertising Contributions Always Welcome

Publication date	Copy date	Publication date	Copy date
May/June 2026		November/December 2026	
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Houseware & Hardware Brooms & Brushes		Machinery Special	
Toothbrush Special 2025			
US Statistics			
ABMA Congress Report		January/February 2027	
		Issue 285	25 January 2027
		Paint Pads, Rollers and Brushes	
		US Statistics Part 1 (Imports)	
		Handles, Ferrules & Brushblocks	
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July/August 2026			
Issue 282	21 July 2026		
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Industrial & Technical Brushes			
Artist & Cosmetic Brushes			
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Personal & Hygiene Brushes			
		March/April 2027	
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September/October 2026			
Issue 283	25 September 2026		
The Filling Materials Special			
FEIBP Congress Review		World Brush Catalogue	
		(Brush Trade Directory by name, country and category)	

All editions will carry the latest news on new products, company news and show reviews (subject to alteration at the editor's discretion).

For further information regarding advertising or editorial features, please contact Brian Hall

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Editor Brian Hall Visits Atlas Graham and Speaks with CEO Matt McMillan.



During a recent visit to Winnipeg, I had the opportunity to tour the Atlas Graham facility and spend time with CEO Matt McMillan discussing the business, the state of manufacturing, and where he sees the company going.

What struck me early in our conversation was that Matt did not come to manufacturing in the conventional way. His background includes commerce and law, including years practicing in contracts and mergers and acquisitions, before eventually joining Atlas Graham. It is not the route most people would associate with a brush manufacturer, but in speaking with him it became clear that background has shaped how he approaches the business.

When I asked about moving from legal practice into manufacturing leadership, Matt did not talk about “taking over” the business. He talked about responsibility.

“I think there is a tendency to think ownership is about control,” he said. “I have never really looked at it that way. To me it is more about stewardship. You inherit obligations to employees, customers, suppliers, and to the people who built the business

before you. The job is not simply to preserve what was handed to you. The job is to improve it.”

That idea surfaced repeatedly throughout our discussion.

Learning the Business

Matt was candid that moving into manufacturing required a great deal of learning.

“One of the useful things legal training gives you,” he said, “is a healthy appreciation for how much you do not know. That can be grounding.”

He said that rather than assume expertise, he tried to understand how the business actually functions at every level, from production and procurement to freight, inventory flow and customer requirements.

“If you are going to make decisions, you have to understand how the work gets done,” he said. “Otherwise strategy becomes too abstract.”

He also spoke about the importance of learning from people inside the organization who have spent years developing practical expertise.

“I have always believed that if you are the smartest person in the room, something has probably gone wrong,” he said with a laugh. “The

whole point is to surround yourself with people who know things you do not know.”

That did not come across as a slogan. It appeared to be a genuine part of how he thinks about leadership.

During the visit, there was clear evidence of a business focused not simply on maintaining legacy product lines, but on improving process and investing in capability.

Matt spoke about understanding operations not as an academic exercise, but as a prerequisite to making better decisions.

“If strategy sits in a boardroom and never reaches the factory floor, I think it tends to fail,” he said.

That is a practical view, and perhaps not a surprising one from someone who has had to bridge legal, strategic and operational roles.

Growth and Acquisitions

Our discussion then turned to growth. Matt was clear that Atlas Graham sees acquisitions as part of its future, but he was equally clear that growth has to be disciplined.

“I do think there is a tendency in business to equate growth with simply getting bigger,” he said. “I do not think that is necessarily right. To me the question is whether growth actually strengthens the business.”

He said that often means asking whether an acquisition adds capability, improves resilience, or expands what the company can do for customers.

“If it does not do those things, I am not sure it is really growth.”

That thinking informed part of our discussion about Birdwell in Texas, Atlas Graham’s recent acquisition.

Matt described the transaction as important not simply because it expanded the company geographically, but because it brought complementary manufacturing capabilities and strengthened Atlas Graham’s position in retail and hardware markets.

“It was not about buying revenue,” he said. “It was about fit.”

He also spoke about the practical side of acquisitions, something his legal background seems to have made him particularly aware of.

“Signing a deal and making a deal work are very different things,” he said. “A lot of the real work starts after closing.”

That comment struck me as revealing.

We also discussed succession planning among independent manufacturers, something Matt views as an important theme in the industry.

“There are very good businesses out there built by people who have spent decades creating value, but they may not have a clear transition path,” he said. “In some cases there may be an opportunity to preserve what they built while providing a path forward.”

It was clear he sees acquisitions partly through that lens.

Canadian Manufacturing

One topic Matt returned to often was manufacturing in Canada and North America.

He believes supply chain risk, geopolitical uncertainty and changing customer priorities are likely to create renewed opportunities for domestic manufacturers.

“I do think there is going to be some reshoring,” he said. “Maybe not all at once, and maybe not in every category, but I think people increasingly value certainty.”

I asked him what he meant by certainty.

He explained that customers often place value on reliability, responsiveness and supply continuity in ways not always reflected in lowest-cost sourcing models.

“If you can make a quality product, deliver consistently and solve problems quickly, that matters.”

That perspective appears to inform Atlas Graham’s continued emphasis on Canadian-made products.

But Matt was careful to qualify the point.

“I believe strongly in Canadian manufacturing, but I would be careful about turning that into a slogan,” he said. “Being Canadian-made, in and of itself, is not enough. You still have to compete. You still have to execute.”

That practical framing came up often in our conversation.

Innovation and the Long View

We also spoke about innovation, though perhaps not in the way people often use that term.

Matt suggested innovation is frequently less dramatic than people imagine.

“Sometimes people talk about innovation as if it is some breakthrough event,” he said. “A lot of the time it is incremental. It is improving something. It is removing friction. It is making something work better.”



Members of the senior leadership team (from left to right) Sheldon Stoess (VP of Operations), Blayne Todd (VP of Finance and Administration), Matthew McMillan (Chief Executive Officer)

That appears to be how he thinks about both product development and operational improvement.

The company is also investing in additional technical and engineering capability, which he described as part of building strength inside the organization.

Asked what comes next, Matt spoke about growth, but also about time horizons.

“There is always pressure to think quarter to quarter,” he said.

“I try not to think that way.”

He said he tends to focus less on where the business will be in two or three years and more on whether it is being built to endure.

That long-term perspective seems closely tied to how he thinks about stewardship.

Stewardship and Growth

What struck me after spending time in discussion with Matt was that he does not appear to see stewardship and ambition as competing ideas.

He appears to see them as connected.

Growth, in his view, is about strengthening capability.

Acquisitions are about fit and continuity.

Innovation is about disciplined improvement.

Those are not always the terms in which business growth is discussed.

But they do seem to reflect how he approaches the business.

After touring the facility and speaking at length, my impression was of a company that respects its history but is not defined by it.

There is a clear intention to evolve.

Whether through operational investment, acquisitions or continued product development, Atlas Graham appears to be positioning itself for its next chapter.

And perhaps that balance between caution and ambition, learning and conviction, stewardship and growth, best captures Matt McMillan’s approach to leadership.



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EISENWARENMESSE - International Hardware Fair Cologne 2026: High degree of internationality and important market impulses



At a glance

Around 33.000 trade visitors from 125 countries

++ Positive business dynamic thanks to high level of visitor quality

++ More than 90 percent foreign share of exhibitors

++ New sequence of days reinforces productive business days

++ Successful premiere of the EISENworkshop

With around 33.000 trade visitors from 125 countries and around 2,500 exhibitors from 53 nations, the EISENWARENMESSE - International Hardware Fair 2026 gathered the global Hardware industry from 3 to 6 March in Cologne and thus confirmed its role as the world's leading trade fair of the tool and hardware industry. The event took place under challenging geopolitical conditions: the tense security situation in the Middle East led in the short term to restrictions in international air transport, which individual exhibitors and trade visitors were affected by. A warning strike in the public transport system on the last day of the fair

also made mobility within Cologne more difficult. Nonetheless, international participation remained at a high level.

Four intensive trade fair days brought marketable innovations to the area, stakeholders to the table and initiated concrete business projects. The high quality of trade visitors ensured a business-oriented atmosphere on the eleven hall levels, where the entire offering diversity of the hardware world was reflected – from tools and accessories through industrial supply and fasteners and fixings to home improvement.

An over 90 percent foreign share of exhibitors and 72 percent of visitors demonstrated the international reach of the trade fair and its great relevance for industry, trade and procurement.

The new sequence of days from Tuesday to Friday was well-received by exhibitors and visitors. It underlines the clear orientation of the trade fair to efficient business days and sends a clear signal with regard to the strategic positioning of the event.

"As a central industry start, the EISENWARENMESSE - International Hardware Fair is for many companies a decisive point in time in the innovation and decision cycle. Assortments are planned, partnerships solidified and strategic courses set on location. This year's event showed that the need for personal exchange and reliable orientation in the market environment remains consistently high", according to Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "This year's event convinced particularly with its high degree of internationality and outstanding visitor quality. With formats like the EISENworkshop, we are consistently developing the trade fair further and also shifting the target group of professional end users more into focus.

Trend barometer 2026: focus on sustainability, digitalisation and efficiency

The EISENWARENMESSE - International Hardware Fair 2026 set clear accents in terms of content and thus provided an outlook onto the future orientation of the industry.

Sustainability and recycling solutions were present, just as much as ergonomic concepts and solutions for health protection. Safety-optimised tools, compact, high-performance products as well as multifunctional applications reflect the increasing requirements in professional use.

Parallel with this, digitalisation is advancing visibly: intelligent technologies, networked systems, smart control systems and AI-based applications are increasingly defining the product portfolio. Design and product aesthetics are also developing into clear differentiation features in competition. Manufacturers are thereby reacting to changed market conditions, efficiency pressure and new user expectations.

Extra Value

EISENWARENMESSE - International Hardware Fair expands knowledge and practice offerings

As a central knowledge and dialogue platform, the EISENforum offered a varied programme extending beyond the award ceremony with lectures and panels on current industry themes. One special area of focus was the theme of 'Artificial Intelligence'. The related trade programme was curated by the digital expert Michael Atug. The offering was supplemented by the BME Buyer Day and an E-commerce Day, which offered insights from leading companies of the industry with practical relevance. The EISENforum in this way emphasised the role of the EISENWARENMESSE - International Hardware Fair as a platform for well-founded knowledge transfer and professional exchange.

With the new EISENworkshop, the trade fair concept was deliberately expanded in 2026 with an application-oriented practice format. International creators from different trade segments demonstrated the use of modern tools and technologies from the exhibitor portfolio live on the basis of a variety of projects and thus assured media reach, among other aspects. The realistic applications and the direct incorporation of the audience met with a great response, especially from professional end users.

The DIY Boulevard, which was already fully booked well in advance, realised in cooperation with the German Association of Home & Garden Manufacturers e.V. (HHG), once again presented itself as an established platform for POS-related product staging. The retail trade and procurement received a compact market overview here, as well as inspiration for assortment design and the presentation of goods.

EISENWARENMESSE - International Hardware Fair 2026 in figures

2,500 companies from 53 countries, 91 percent of them from abroad, participated in the EISENWARENMESSE - International Hardware Fair Cologne 2026. Including estimates for the last day of the trade fair, around 33.000 visitors from 125 countries came to EISENWARENMESSE - International Hardware Fair 2026. The international share of trade visitors was 72 percent. You can find more information about the EISENWARENMESSE INTERNATIONAL HARDWARE FAIR COLOGNE at www.eisenwarenmesse.com, on LinkedIn, Instagram and Facebook.



INTERNATIONALEN EISENWARENMESSE KÖLN 2026, Hall 11.1

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Brushwork magazine has spent decades building a reputation, and if readers trust a publication, they'll pass that trust onto the marketing messages within it.

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For the Success of
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www.abma.org

Celanese Filaments

Our ownership may have changed but our commitment to provide the highest quality filament remains the same

For more than 80 years, Celanese Filaments was recognized as a leader in innovative synthetic filaments that enable brush manufacturers to address emerging trends and meet evolving consumer expectations. Building on a legacy of innovation, its global team of scientists and development engineers continued to expand the broad range of filament offerings for premium quality brushes and industrial applications, giving leading global brands and brush manufacturers ever more flexibilities in brush designs. Now, the products and innovation continue under the new ownership of Celanese.

Celanese Toothbrush Filaments - Because Your Oral Health Deserves the Best Filaments

Bristles are the key component of toothbrushes. Celanese Filaments is dedicated to the oral care industry and can provide you with outstanding filaments for your innovative toothbrush bristling needs. Our Tynex® (nylon 6,12) and Herox® (nylon 6,10) brand toothbrush filaments are manufactured with consistent high quality so that you can produce very high quality brushes with a balance of wear performance, high productivity in tufting, and high productivity in end rounding.

Consumer trends in toothbrushes are increasingly focused on six major areas:

- 1 Visual Attractiveness
- 2 Interdental Cleaning
- 3 Plaque Removal
- 4 Gum Comfort
- 5 Gingival comfort
- 6 Antimicrobial properties

Celanese has been working closely with leading global brands in oral care and toothbrush manufacturers to help address these trends. Our existing portfolio of classic filaments along with our innovative products provide a broad range of choices to help fulfill consumer needs.

Tynex® Brilliance Pro is a prime example of innovative filaments that combines visual attractiveness with functional benefits. With its unique diamond shape profile and signature color effects, it is the ultimate filament for premium toothbrushes. The soft bristle of Tynex® Brilliance Pro, with its



outstanding translucency and glistening look brought by a proprietary color recipe, will make any toothbrush an "eye-catcher" on the shelf while retaining the superior cleaning ability for interdental and plaque removal performance. Galaxy filaments will add a sparkly flash to the brush, and feathered filaments can provide softness and a bushy look to your brush. StaClean™, our antibacterial product, contains silver and inhibits the growth of micro-organisms on the surface of the filaments. Spiral filaments, with a twist count as high as 400/meter and a textured surface, bring a unique visual attractiveness to a toothbrush.

Herox® filaments are part of our sustainable portfolio, as 67% of their ingredients are sourced from renewable materials. Herox® Link filaments are produced with co-extrusion technology and have excellent performance and softness.

Toothbrush filaments containing additives like green tea, neem, clove, and NaF provide brush-makers with choices to address niche or regional markets.

Indicator filaments and rainbow indicator filaments remind consumers when its time to replace their toothbrushes. The color of the filament fades over time with use and "indicates" that it is time for a replacement. We can also add functional ingredients to indicator filaments to bring even more innovation to the market and more value to the consumer.

Our toothbrush filaments are available in a wide range of engineered shapes, colors, and packaging options (hanks, pucks, spools) for your individual brush needs.

Celanese Fine Filaments (Cosmetic Filaments)

Consumer needs are dynamic in the cosmetics industry, with an increasing expectation for high performance packaging (including the brush). As the business is trending towards specialized professional grades, Celanese is here to help with your brush needs. From powder to eyeliner, mascara to nail polish, as well as facial cleaning brushes, consumers are looking for brushes with high performance, durability, ease of cleaning, soft touch and feel, excellent powder pickup and release. Celanese Tynex® filaments are designed with your brush in mind.

Even though different types of animal hair are still available as options for cosmetic brushes, responsible cosmetic brands are leading the trend to be "cruelty free." Tynex® synthetic filaments are an ethical choice for cosmetic brushes. Tynex® Natrafil™, a filament from the company's unique polyester-based material, contains proprietary texturizing additives that create a structured surface that mimics animal hair.

Natrafil™ filaments offer more consistency in the bristle than animal hair can offer, while maintaining the touch and feel of animal hair. Studies have shown that brushes pickup and release performance versus brushes made with animal hair.



Tynex® fine filaments are available in a variety of engineered shapes, calipers, colors, and packaging options (spools, hanks, and pucks). Let us help you create your next extraordinary brush by choosing from our existing portfolio, or by working with us to create something new for you.

Productivity deserves the best filaments – Abrasive Filaments

Like most industries, metal parts fabricators and sheet manufacturers are always looking for ways to increase productivity. The emphasis is on getting more parts deburred or square feet of metal through the mill, cleaned, and coated faster than ever before. To accomplish this, fabricators desire more aggressive grits or running brushes at faster speeds. In mills, it can mean using more aggressive cleaning solutions that can accelerate degradation of the brush fill due to the extreme pH or temperature environment.

Our technical team has solutions for these problems by incorporating additives to our nylon polymer filaments that extending the usable pH range or allow for higher brush speeds with lower tendency to smear.

Brushes made with these filaments deliver cleaning performance over an improved service life. Celanese Tynex® A, Herox® A, and Herox AD filaments with silicon carbide, aluminum oxide, ceramic, and diamond grits can be customized to your needs helping to improve productivity across a broad range of industrial applications.

Productivity deserves the best filaments-Paintbrush Filaments

As paint manufacturers continue to improve water-based paints and coatings, offering one-coat coverage, faster drying, and lower VOC emissions, there is a need for higher performing paintbrushes. With goals like improved paint pickup and laydown, cleanability, smooth application, and durability, Celanese Filaments continues to innovate and provide specialized solutions for our customers.

Brushes made with our Tynex® and Chinex® tapered nylon filaments and Orel® tapered polyester filaments meet these goals and are the choice of professional painters. Key to this performance is the tapered filament shape that extends along the entire length of the filament. When assembled into a brush, this helps trap paint in the interior of the brush and “pump” it to the tip when the brush is flexed during application.

Celanese filaments for paintbrushes are offered in a variety of engineered shapes to enhance performance or help reduce brush costs. Brushmakers can formulate filament mixtures that combine shapes, lengths, diameters, and colors, resulting in brushes tailored for specific stiffness, delivery, or aesthetics for their many markets.



AIM FOR EXTRAORDINARY

Extraordinary brushes start with innovative filaments by **Celanese**.

Explore the unparalleled quality, versatility, and innovation that defines **Celanese Filaments**. We have been developing and refining our extensive line of monofilaments for over 80 years.



PAINTBRUSHES

Tynex® and Chinex® brand tapered nylon monofilaments, Orel® brand tapered polyester monofilaments, and Kulex® brand level polyester monofilaments



INDUSTRIAL/ ABRASIVE BRUSHES

Tynex® A, Tynex® AD and Herox® A brand nylon monofilaments containing abrasive grits



TOOTHBRUSHES

Celanese Tynex®, Tynex® RS, Tynex® Eco, Herox® brand nylon monofilaments, Kulex®, and Kulex® RS brand polyester monofilaments



COSMETIC BRUSHES

Tynex® and Natrafil™ brand fine filaments

Contact **Celanese Filaments** to create your Extraordinary Brush!



1-304-409-9584



celanese.com/products/filaments



INTERDIGITAL BRUSH FILAMENTS



FALSE EYELASH FILAMENTS



ABRASIVE FILAMENTS



TOOTHBRUSH FILAMENTS



SLEEPING ROBOT FILAMENTS



NAIL BRUSH FILAMENTS



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MASCARA FILAMENTS



PAINTBRUSH FILAMENTS



FINE FILAMENTS

Brushwork

Worldwide Directory of Brushmakers and Suppliers

ADHESIVES



Epic Resins

600 Industrial Blvd
Palmyra, Wisconsin 53156 USA
Tel: ++1 800 242 6649

email: customerservice@epicresins.com
Website: www.epicresins.com



Products/Services

Epic Resins is a formulator of one and two component epoxy and polyurethane adhesives for use with natural, nylon, polyester, olefin and vinyl filaments. Epic Resins has long served the paint applicator industry with a complete line of standard products, as well as the ability to custom-formulate a special product for the customers' special needs. Established in 1958, Epic is ISO 9001 and ISO 14001 Certified.

Key Personnel

Dan Veenhuis: President
Jon Zarnstorff: Sales Manager
Randy Veenhuis: Plant Operations



BROOMS BRUSHES & HANDLES

Hillbrush

Norwood Park, Mere,
Wiltshire, BA12 6FE
Tel: ++44 1747 860 494
Fax: ++44 1747 860 137
e-mail: info@hillbrush.com.
Website: www.hillbrush.com

Products/Services

Hillbrush is the largest UK manufacturer of brushware and hygienic cleaning tools, selling to a global customer base. Renowned for quality and granted the Royal Warrant by HM The Queen in 1981.

Key Personnel

Charlie Coward – Managing Director
Andy Coward – Managing Director
Philip Coward – Chairman
Sara England – Sales
James Cairns – Marketing



BROOMS, BRUSHES & HANDLES



Fass S.p.A

Via Carlo Alberto Dalla Chiesa
984 51036 Larciano, Pistoia,
Italy
Tel: ++39 0573 84881
Fax: ++39 0573 849172
e-mail: m.niccolai@fass.it
Web: www.fass.it

Products/Services

Brooms, Brushes and Handles

Key Personnel

Celestino Niccolai (President) Simone
Niccolai (CEO)
Matteo Niccolai (product manager) Michela
Balducci (sales manager)

FERRULES & HANDLES



Charles E Green & Son, Inc.

625 Third Street
Newark
New Jersey 07107
USA
Tel: ++1 973 485 3630
Fax: ++1 973 485 6510
e-mail: sales@charlesegreen.com
Website: www.charlesegreen.com

Products/Services

Supplier of paint applicator components to the industry. Paint brush ferrules, Tampico Fiber, brush pins, wood handles, plastic handles, Milliken Nailing Machines, paint rollers and components, metal stamping, wire forming, worldwide shipping. Quality service.

Key Personnel

John V Green III - President
Rebecca Green Sullivan – Vice President
Caitlin E Green – Vice President

HAIR BRUSHES



G B Kent & Sons Plc

London Road
Apsley
Hemel Hempstead
Herts, HP3 9SA
Tel: ++44 1442 232 623
Fax: ++44 1442 231672
e-mail: ac@kentbrushes.com
Website: www.kentbrushes.com

Products/Services

Manufacturer of the highest quality personal care brushes, for hair, bath, nail, shaving, cloth, in wood or plastic. Handmade combs and hairbrushes. Private label undertaken.

Key Personnel

Alan Cosby – Chairman & Managing Director
Ben Cosby – Creative Director
Mac Magdenovic - Export Sales
Steve Wright CEO and Home Sales

MACHINERY



Bizzotto Giovanni Automation Srl

Via Buonarroti 67
I-35010 Paviola Di
San Giorgio In Bosco (PD)
Italy
Tel: ++39 049 9451067
Fax: ++39 049 9451068
e-mail: info@bizzottoautomation.com
Website: www.bizzottoautomation.com

Products/Services

Broom handles making machinery, Wood working machinery. Customised machinery for the cleaning industry.

Key Personnel

Mr Marco Bizzotto - General Manager



MACHINERY

boucherie

GB Boucherie NV

Stuivenbergstraat 106
B-8870, Izegem, Belgium
Tel: ++(32) 51 31 21 41
e-mail: info@boucherie.be
Website: www.boucherie.com

Products/Services

Machinery for the broom and brush industry.
Toothbrush machines, Packaging machines,
Injection moulds.

Key Personnel

Bart Boucherie Jr - President
Lisa Boucherie
Marc Lammerant
Peter Parmentier
Kris Geldof
Kristof Dupont
Nico Dejonghe



Ebser Maschinenbau GmbH

Schönauer Str. 34
D-79674 Todtnau, Germany
Tel: +4976719923080
e-mail: info@ebser.de
Website: www.ebser.de

Products/Services

Manufacturer of machines for the brush industry Standard or customized machines for:

- Household
- Industrial-/ Technical-brushes
- Trimming machines
- Special machines
- Second hand machines / Retrofit

Key Personnel

Thomas Schmidt - General Manager



MACHINERY



Roth Composite Machinery GmbH

Forststraße 3
35099 Burgwald
Germany
Tel: ++49 6451 71918-0
e-mail:
info@roth-composite-machinery.com
Website:
www.roth-composite-machinery.com

Products/Services

Technology for performance and flexibility
Customized or Standard Machines for
Household and Technical Brushes.

Key Personnel

Gernot Müller – Sales Manager



MACHINERY



ZAHORANSKY AG

Anton-Zahoransky-Strasse 1
79674 Todtnau-Geschwend
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Fax: +49 (0)7671 997 299
e-mail: info@zahoransky.com
website: www.zahoransky.com

Products/Services

ZAHORANSKY is a single source provider in the areas of mold making, machine building and automation solutions. With more than 750 employees, the company operates 9 locations worldwide.

ZAHORANSKY offers comprehensive system solutions for the complete process chain in the fields of household and industrial brushes, oral care, medical technologies, cosmetics, fast moving consumer goods, and packaging.

PAINT BRUSHES AND ROLLERS



Wistoba Pinselfabrik

Karl-Schmidt-Straße 4
D-37431 Bad Lauterberg
Germany
Tel: ++49 5524 8609 0
e-mail: info@wistoba.de
Website: www.wistoba.de

Products/Services

Paint brushes and rollers for professionals and DIY



PLASTIC BLOCKS, METAL HANDLES



G.D.F. Srl Unipersonale

Via Mazzini 27
Bazzano
40053 Valsamoggia BO
Italy
Tel: ++(39) 051 830189
MOBILE NR: ++39 3405743265
e-mail: gdf@gdfsrl.eu
website: www.gdfsrl.eu

Products/Services

Plastic blocks, metal handles, telescopic poles, buckets, cleaning tools.

Key Personnel

Gabriella De Franceschi - Owner

WÖHLER

Wöhler Brush Tech GmbH

Wöhler-Platz 2
D-33181 Bad Wünnenberg,
Germany
Tel: +49 (0)2953 / 73-300
Fax: +49 (0)2953 / 73-96300
e-mail: bt@woehler.com
Website: www.woehlerbrushtech.com

Products/Services

We are a leading machinery manufacturer for technical and specialty consumer brushes.

We offer solutions for the production of:

- strip brushes
- twist knot brushes
- brush segments and disks
- dental and polishing brushes
- street sweeper brushes
- twist-in brushes
- artist brushes
- paintbrushes and rollers

Further machinery for:

- deburring
- HiT Brushes (surface technology)
- WPC wood grain

Key Personnel

Dipl.-Ing. Matthias Peveling
– Managing Director
Daniel Horenkamp, MBA
– Managing Director



Brushwork

Worldwide Directory of Brushmakers and Suppliers

SYNTHETIC FILLINGS NORTH AMERICA



Celanese Filaments – Americas LLC

Washington Works Plant
8480 DuPont Road
Building 158
Washington, WV 26181
Tel: +1-914-548-8602

Products/Services

We provide the highest quality filaments for all your brush applications, plus global delivery to ensure the most cost-efficient production in your local markets.

With manufacturing facilities that span the globe and technical experts in multiple languages, we make it easy to meet all of your filaments needs worldwide.

From FDA-compliant colorful filaments for oral care applications, to long synthetic tapered bristles for paintbrushes and soft "natural feel" filaments for cosmetics, we provide a broad range of product development and manufacturing solutions for your individual product requirements.

EUROPE, MIDDLE EAST, AFRICA



Celanese Filaments Africa, Europe, Middle East

Minckelersstraat 8
NL-6372 PP Landgraaf
The Netherlands
Tel: +31 45 532 9191

Products/Services

We provide the highest quality filaments for all your brush applications, plus global delivery to ensure the most cost-efficient production in your local markets. With manufacturing facilities that span the globe and technical experts in multiple languages, we make it easy to meet all of your filaments needs worldwide. From FDA-compliant colorful filaments for oral care applications, to long synthetic tapered bristles for paintbrushes and soft "natural feel" filaments for cosmetics, we provide a broad range of product development and manufacturing solutions for your individual product requirements.

SYNTHETIC FILLINGS ASIA PACIFIC



Celanese China Holding Co. Limited

7F, No.3 Jinchuang Building
No.4560,
Jinke Road, Pudong,
Shanghai - 201210
P.R China
Tel: +86 510 -83898619

Products/Services

We provide the highest quality filaments for all your brush applications, plus global delivery to ensure the most cost-efficient production in your local markets.

With manufacturing facilities that span the globe and technical experts in multiple languages, we make it easy to meet all of your filaments needs worldwide.

From FDA-compliant colorful filaments for oral care applications, to long synthetic tapered bristles for paintbrushes and soft "natural- feel" filaments for cosmetics, we provide a broad range of product development and manufacturing solutions for your individual product requirements.

SOUTH AMERICA



Ticona Polymers Ltda

Alameda Ministro Rocha Azevedo,
38 – 6 andar – conj 604
Cerqueira Cesar –
CEP 01410-000 –
São Paulo/SP
Brazil
Mobile +55 11 96926-5812

Products/Services

We provide you with the highest quality filaments for all your brush applications, plus global delivery to ensure the most cost-efficient production in your local markets. With manufacturing facilities that span the globe and technical experts in multiple languages we make it easy to meet all of your filaments needs worldwide.

From FDA-compliant colorful filaments for oral care applications, to long synthetic tapered bristles for paintbrushes and soft "natural- feel" filaments for cosmetics, we provide a broad range of product development and manufacturing solutions for your individual product requirements

SYNTHETIC FILLINGS INDIA



Celanese India Performance Specialty Products Pvt., Ltd

701, C & B Square Building,
Sangam Complex,
127 Andheri Kurla Road,
Chakala
Andheri East, Mumbai - 400 059 Phone:
+91 8667347125

Products/Services

We provide you with the highest quality filaments for all your brush applications, plus global delivery to ensure the most cost-efficient production in your local markets.

With manufacturing facilities that span the globe and technical experts in multiple languages we make it easy to meet all of your filaments needs worldwide.

From FDA-compliant colorful filaments for oral care applications, to long synthetic tapered bristles for paintbrushes and soft "natural- feel" filaments for cosmetics, we provide a broad range of product development and manufacturing solutions for your individual product requirements



FILKEMP, S.A.

Rua Francisco Lyon De
Castro 28
P-2725-397 Mem Martins
Portugal
Tel: +351 21 9229437
email:info@filkemp.com
Website:www.filkemp.com

Products/Services

Abrasive filaments
Specialty filaments

Key Personnel

Sofia Teles - Product Manager

**Provedora Mexicana De Monofilamentos**

Oriente 217 No. 190
Agricola Oriental
08500 Mexico City
Mexico
Tel: ++52 55 5763 8663
Fax: ++52 55 5700 5769
e-mail: pmm@pmm-mex.com
Web: www.pmmbrightline.com

**Products/Services**

Provedora Mexicana de Monofilamentos (PMM) is a worldwide recognized company, specializing in the production of Quality Engineered Synthetic Monofilaments for toothbrushes, interdental brushes, cosmetic brushes and brushes for industrial applications. The experience acquired during more than 45 years of operation, enables us to fulfill our customer's requirements by offering: personalized service, small lot sizes and one of the shortest lead times in the industry.

The quality of our products and processes, supported by our ISO9001 and ISO14001 certifications, along with the knowledge, experience and enthusiasm of our team has led PMM to occupy an important place in the brush industry.

Key Personnel

Dennise Silva - Sales Manager
Enrique Mejia - General Manager

**Tai Hing Nylon Filament Products Co. Ltd.**

Hong Kong Address:
Shop C, G/F, Hing Yip Building,
68 Yu Chau St, KLN, Hong Kong
China Address:
No. 88, Yunqin Road,
Jianghai High Tech District,
Jiangmen, Guangdong Province,
China
Tel: ++86 0750 3777088/00852-24940233
Fax: ++86 0750 3777099/00852-24852677
e-mail: marketing@taihingnylon.com
Website: www.taihingnylon.com

Products/Services

Originated in 1985, Tai Hing Nylon Filament Products Co., Ltd. (Tai Hing) has specialized in providing various kinds of high-quality monofilament products (4300+ product portfolio), such as PA6/66/610/612/46, PBT, PET, PE, PP, PS, PPS, PEEK, ect., applied in widely over 12 industries, and cooperated with over 36 well-known international brands and countries.

Key Personnel

Mr Wilson Lau - Director
Mr William Lau - Director
Mr Peter Pang - Sales Manager

**Frank Burstendracht GmbH**

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58840 Plettenberg
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Web: www.buerstendraht.de

TRADE ASSOCIATIONS**AMERICAN BRUSH MANUFACTURERS ASSOCIATION**

P.O. Box 102, Waterville, OH 43566
Tel: +1 (419) 878-2787
info@abma.org Website: www.abma.org
Key Personnel
Donna Frendt: ABMA Executive Director

EUROPEAN BRUSH FEDERATION-FEIBP

Rue Defacqz 52 1050
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Belgium
info@feibp.eu Web:
www.eurobrush.com
Tel: +32 2 645 79 91

Is your message hidden in plain sight?
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Is your message hidden in plain sight?

PRINT MEDIA is TRUSTED

Print is credible.

Print media comes with legitimacy.

Print publications are still the most desirable avenues.

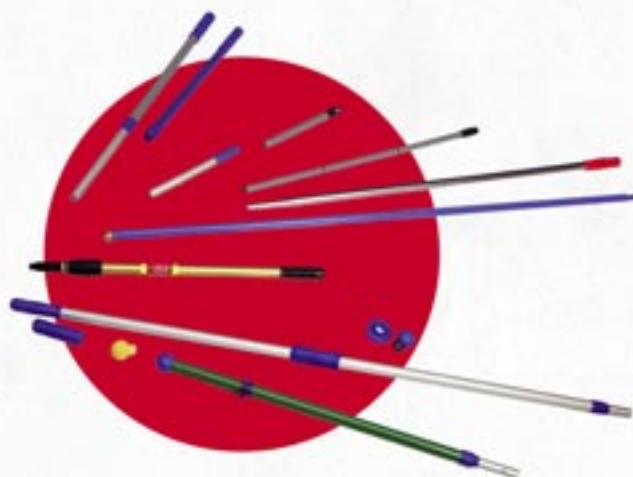
Brushwork magazine has spent decades building a reputation, and if readers trust a publication, they'll pass that trust onto the marketing messages within it.

Contact Brian Hall for information on how to make the best marketing impact for your products :

email brianhallx@btinternet.com or phone +1 250 826 0495

INNOVATION AT YOUR SERVICE

The term "INDUSTRIAL AUTOMATION" has many definitions, such as "technological and information systems designed to manage material, processes and information flows for the purpose of simplification, optimization, and savings". For us, it means making our vast know-how available to our Italian and international shareholders in order to achieve ever higher goals.



**BIZZOTTO
GIOVANNI**
AUTOMATION

CUSTOMIZED TECHNOLOGY SINCE 1957

Via M. Buonarroti, 67
35010 PAVIOLA DI SAN GIORGIO IN BOSCO (PD) - ITALY

Tel: +39 049 9451067
Fax: +39 049 9451068

Contact:
info@bizzottoautomation.com