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Michigan Foam & Fabrication Changes Name to Rex Performance Products, Introduces Rex Performance Logistics

Marysville, MI – October 24, 2014 – Rex Performance Products, LLC., formerly known as Michigan Foam & Fabrication, LLC., has changed its name and increased its polyethylene foam product selection to now include a selection of thin foams and special density roll stock, military grade laminated plank, 1" direct extruded plank, and thermal insulated foam. This name change represents a broadening in scope to better serve a customer base beyond the Midwest, proudly servicing customers throughout all of North America. With the recent addition of a truck fleet, Rex Performance Products is established as a full service foam supplier offering customers increased flexibility and reliable delivery.

When asked to elaborate on the reason behind the name change, Don Tate, President, Rex Performance Products, LLC. comments:

"The Michigan Foam and Fabrication, LLC. name was an indicator to the market that we are a fabricator, essentially making us a competitor to our customers, which we are not. This name also represented a somewhat localized, regional focus surrounding Michigan, and we currently service customers throughout the United States and Canada. We are an evolving company, with a strong customer centric focus and embrace our new name as a clear representation of who we are and the markets we serve. With our recently expanded capacity and added product selection, Rex Performance Products is rapidly growing and will continue to aggressively pursue new markets with new products."

Michigan Foam & Fabrication was founded in 2011 and Rex Performance Products will build upon established quality and service. Future growth potential includes expansion into new markets such as consumer recreation, medical applications, and thermal insulated packaging.

Customer service at Rex Performance Products is available daily, 8am-5pm MON-FRI (810) 320-3005.