



When it absolutely, positively must last.

PRESS RELEASE

Thursday, January 18, 2024

Dustin Schlachter, CEO and Chief Visionary Officer of OBIC, LLC, a leading supplier of protective coatings for wastewater, potable water, and industrial applications, announced today the promotion of Michael Hoffmaster to Vice President of Business Development. “Mike has helped to expand our market and network of certified installers and has spent nearly four decades in the construction industry.”

Serving previously as Director of Business Development, Mike’s industry connections and knowledge in the trenchless are invaluable. “It has been exciting to be part of the OBIC team and experience its growth not only across North America but around the world” stated Hoffmaster. “It has been a pleasure to learn from Dustin. His experience with starting OBIC not only from the manufacturing aspect but also running the largest multi-layer polyurea installer company in the US has been extremely beneficial.”

“There is a level of pride and confidence when you can offer a product and service to customers that is backed by a 10-year warranty. You are selling something that you know will last.” added Hoffmaster.

About OBIC LLC

A Bryan, OH based company operating around the globe, OBIC is focused on providing high-quality and cost-effective protective coatings utilized in potable water, wastewater, storm water and industrial applications. Their flagship OBIC Armor (multi-layer system) is backed by an unprecedented 10-year warranty on both their product and the installation. OBIC offers a variety of protective liners depending on the project need, as well as grout products. For more information, visit www.obicproducts.com

*See attached photo labeled Mike_Hoffmaster