



150 DASCOMB ROAD • ANDOVER • MA 01810  
Phone: 978.634.9980 • Toll Free: 1.800.225.1141 • Fax: 800.533.6788  
www.californiapaints.com

# NEWS 09

## CALIFORNIA PRODUCTS CORPORATION PROMOTES RON BOYAJIAN TO CALIFORNIA PAINTS VICE PRESIDENT OF PRODUCT DEVELOPMENT & TECHNICAL SALES

**ANDOVER, MASSACHUSETTS (JUNE 26, 2009)** – California Products Corporation, an innovative manufacturer of quality paints, coatings, and sports surfacing systems, has announced the promotion of Ron Boyajian to the position of California Paints Vice President of Product Development & Technical Sales. Boyajian has been an integral part of the company for over twenty years, holding multiple sales and management positions.

“I have always had a certain amount of accountability in sales, whether expressed or implied, and will greatly take on the new responsibility in sales with this position,” Boyajian stated. “Paint’s in my blood, considering my last name is Armenian for painter.”

Boyajian began as a sales representative for California Paints in 1989 and quickly moved into the role of District Sales Manager. In 2000, Boyajian was appointed Product Marketing Manager. In his new role, Ron will serve as a liaison between marketing and the lab. He also will play a major role in the development of new product initiatives and head sales through the architectural community. Prior to joining California Products Corporation, Boyajian had been a sales representative for two national paint companies.

## CALIFORNIA PRODUCTS CORPORATION APPOINTS DAN COHEN TO VICE PRESIDENT OF MARKETING

**ANDOVER, MASS. – JUNE 26, 2009** – California Products Corporation, the leading producer of architectural coatings, recently announced the appointment of Dan Cohen to the position of Vice President of Marketing. Cohen brings more than twenty five years of industry experience across sales, marketing, management and business development to lead and coordinate of each division’s marketing functions. He will oversee the Plexipave® Deco Turf®, Storm Stain®, and California Paint® marketing within California Products family of products.

“I am pleased to announce the promotion of Dan to Vice President of Marketing. His loyalty, combined with expansive field experience, communication skills and innovative thinking makes him uniquely qualified for this position,” said California Products CEO Pete Longo. “I am confident Dan will play a pivotal role in the continued growth of our Recreational Products and Paint Divisions.”



Ron Boyajian



Dan Cohen



150 DASCOMB ROAD • ANDOVER • MA 01810  
Phone: 978.634.9980 • Toll Free: 1.800.225.1141 • Fax: 800.533.6788  
www.californiapaints.com

# NEWS 09

"I have always been proud to be a part of a company that has achieved an outstanding market reputation by providing customers superior products and outstanding service and I look forward to my new role," said Cohen. "My industry background and history with California Products Corporation will allow me to hit the ground running as our team builds upon current successes and drives the long-term development and execution of strategic plans."

Cohen joined the California Products Paint Division in 1989 and has served the company in both sales and management. His previous responsibilities include director of business development, where he spearheaded many marketing initiatives, sales programs and market penetration strategies. Cohen also serves as the color authority and liaison for color stylist and designers. He currently serves as the company representative to ASID (American Society of Interior Designers).

Cohen graduated with a B.S. Marketing degree from Plymouth State University

## CALIFORNIA PRODUCTS CORPORATION PROMOTES NISHA SHRESTHA CHITRAKAR TO ART AND GRAPHIC DESIGN SUPERVISOR

**ANDOVER, MASSACHUSETTS (JUNE 26, 2009)** - California Products Corporation, manufacturer of architectural coatings and sports surfacing systems, has announced the promotion of Nisha Chitrakar to the position of Art and Graphic Design Supervisor. She will be managing the responsibility of assessing and implementing the creative requirements of every corporate project. "Nisha has a skillful eye and an exceptional ability to immediately convey ideas and strategy to design" states Dan Cohen, Vice President of Marketing. Chitrakar will also be providing art direction and supervision to the California Products' vendors as needed for merchandising items and materials.

"I hope to boost the overall image of all three divisions by providing compelling and attractive visuals that will help elevate all marketing and sales efforts and better position the products in the market place," said Chitrakar. "My practice of good design will allow me to bring clarity and effectiveness in all visual communications and materials that will come out of the department."

Chitrakar, who has been with the company for over two years, began as a Graphic Designer, mainly focusing on marketing materials including color cards, labels, brochures, and ad and web design. She has also done freelance design around Massachusetts and previously



Nisha Chitrakar



150 DASCOMB ROAD • ANDOVER • MA 01810  
Phone: 978.634.9980 • Toll Free: 1.800.225.1141 • Fax: 800.533.6788  
www.californiapaints.com

# NEWS 09

worked with CVIAD, a design firm in Boston, MA. She graduated with a BFA from The Art Institute of Boston at Lesley University.

## CALIFORNIA PRODUCTS CORPORATION ANNOUNCES LINDSAY THIBEAULT AS THE NEW MARKETING COORDINATOR

**ANDOVER, MASSACHUSETTS (JUNE 26, 2009)** - California Products Corporation, manufacturer of architectural paints, coatings and sports surfacing systems, has announced the hiring of Lindsay Thibeault as the new Marketing Coordinator. "Lindsay stood out amongst the applicants for the position. She brings a great balance of strategic, creative, and analytical skills to the position," states Dan Cohen Vice President of Marketing. Her new position will help support members of the marketing and management team in all areas of the marketing process.

"I am very pleased to be given this opportunity and become a part of California Products," said Thibeault. "I plan to seek out new and innovative marketing opportunities concentrating on the design community and social media networking. I am confident that along with California Products Corporation's reputable and innovative status I will use my marketing skills to their best abilities."

Thibeault has just recently joined the California Product team and previously worked with NFI Research in Madbury, NH concentrating on market research. She graduated from the University of New Hampshire's Whittemore School of Business and Economics with a BS in Marketing.

### ABOUT CALIFORNIA PRODUCTS CORPORATION

Headquartered in Andover, Massachusetts, California Products is a leading producer of California Paints® and Storm Stain® architectural coatings, including 2010® and Fres-Coat® Velvet Flat, the #1 house paints as rated by a leading consumer magazine for eleven consecutive years. Its Recreational Products Division is the world's largest producer of acrylic athletic surfacing materials, primarily for tennis and running tracks. DecoTurf® and Plexi-cushion® tennis surfacing products are selected for use at the world's most prestigious tennis events including the US Open and the Australian Open. Fiberlock Technologies® offers the broadest and most comprehensive product lines for mold remediation as well as lead and asbestos encapsulation. For more information, visit [www.calprocorp.com](http://www.calprocorp.com)



Lindsay Thibeault