

ASSOCIATION NEWS

Goldleaf Plastic Rebrands as **Aubright**: Since its founding in 1983, Goldleaf Plastics (St. Cloud, MI) has continued to grow its capabilities while taking on customers' increasingly sophisticated applications. Reflecting this ongoing evolution, the St. Cloud-based plastic fabricator today unveils a new identity: Aubright.

The new name builds on the Goldleaf tradition – using the gold symbol “Au” from the periodic table – while shining light on the bright future with its customers. Aubright, which serves customers in the retail, OEM and powersports markets nationwide, will continue to elevate the already high level of craftsmanship it brings to its products and customer service.

“For more than 30 years, partnerships have been everything to us,” said Sandy Berling, CEO and founder. “We saw an opportunity to look toward the future and make a bold promise to our customers: We’re committed to setting the gold standard in plastic fabrication, day in and day out.”

Liquid Control announces rebranding to **Fluid Research Ltd**: Liquid Control (Wellingborough, England) and California-based manufacturer, Fluid Research Corporation have joined forces to create a formidable partnership in mix and dispense equipment innovation and manufacture anywhere in the world. Both companies have a long standing reputation for quality and service and will combine the very best elements from each company to offer the most up-to-date and innovative technologies for all aspects of resin dispensing.

“In this highly competitive global marketplace, our business success depends on supporting our customers,” said John Henderson, Managing Director. “As we continue to develop new products and technologies, the rebrand and enhanced communication will showcase our cus-

tomized expertise, and in time result in smart innovation and growth for our customers.”

This re-branding announcement also coincides with the completion of a move by Fluid Research into a new factory and office building in Wellingborough. The new facilities are nearly 21,000 square feet, almost double the size of the previous factory. ■

