



## FOR IMMEDIATE RELEASE

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### **Evolving to Meet Complex Demands, Plastic Fabricator Goldleaf Plastics Becomes Aubright**

*New identity emphasizes commitment to sophisticated craftsmanship, standard-setting results*

**ST. CLOUD, Minn. (May 7, 2014)** — Since its founding in 1983, Goldleaf Plastics 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.

Goldleaf Plastics is now Aubright. Discover more at the company's new website, [www.aubright.net](http://www.aubright.net).

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.”

From design to manufacturing to fulfillment, Aubright exceeds customer expectations at every step. The company's core strengths include:

- **Superior machining and fabrication capabilities** – Design engineering, quick-turn prototyping, CNC leadership, high throughput capacity and uncommon techniques such as drape forming
- **Knowledgeable support** – Functioning as part of its customers' teams, hands-on, handling the entire process with experts at every level and function
- **Consistent, high-quality products that solve challenges** – Excelling in design-driven, high-end projects and repeatable tolerances even at high volumes
- **Fast turnarounds** – Advanced machining technologies and operationally scalable capabilities enabling high production throughput, regardless of volume

“Today, tomorrow and beyond, Aubright is determined to help customers adapt to market needs, satisfy their own customers and accelerate their business results,” said John Gromberg, Senior Manager Business Development and Marketing. “We’re excited to take on our customers' increasingly complex challenges, and we believe that together we’ll shine.”

#### **About Aubright ([www.aubright.net](http://www.aubright.net))**

Aubright sets the gold standard in plastic fabrication of custom components, products and display fixtures for the retail/visual merchandising, manufacturing (OEM) and powersports markets. Along with CNC machining, Aubright brings sophisticated craftsmanship to a wide array of equipment capabilities including drape forming, vacuum forming, digital and screen printing. Additionally, Aubright provides a full complement of design, engineering, prototyping and fulfillment services. The company is a WBE Certified Woman Owned Business, ISO 9001:2008 Certified and a member of the Association for Retail Environments (A.R.E.). Aubright is headquartered in St. Cloud, Minn. For more information, visit [www.aubright.net](http://www.aubright.net).

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