



FOR IMMEDIATE RELEASE

## Western Products Celebrates 65<sup>th</sup> Anniversary

MILWAUKEE (October 15, 2015) – [Western Products](#), manufacturer of WESTERN<sup>®</sup> snow removal and ice control equipment, announces the company's 65<sup>th</sup> anniversary.

Western Products was founded in 1950 when Douglas Seaman purchased a small machine shop in Milwaukee, then known as Western Welding & Manufacturing. As the city's population migrated toward the suburbs, demand grew for professional snow removal equipment. In response, Seaman began manufacturing snowplows to diversify his already successful metalworking business. Seaman's snowplow business increased rapidly, leading him to incorporate in 1977 as [Douglas Dynamics, Inc.](#)

"The primary reason Western Products has been so successful is our commitment to continuous improvement through product innovation, providing the highest quality products and unparalleled customer service," said James Janik, chairman, president and chief executive officer of Douglas Dynamics. "This approach closely matches the vision and drive that Douglas Seaman implemented 65 years ago, and when coupled with our passionate and dedicated team, is why we continually stand out among our competitors."

Western Products has been recognized as a Top 100 Workplace by the Milwaukee Journal Sentinel for the last six consecutive years, and was ranked first and second on the Milwaukee Business Journal's list of Wisconsin's fastest growing companies in 2014 and 2015.

For more information, visit [www.westernplows.com](http://www.westernplows.com).

### **About Western Products**

Western Products is proud to be a part of Douglas Dynamics, North America's premier manufacturer of vehicle attachments and equipment and home to the most trusted brands in the industry. For more than 65 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. Additional information regarding Western Products is available at [www.westernplows.com](http://www.westernplows.com).

### **About Douglas Dynamics, Inc.**

Home to the most trusted brands in the industry, Douglas Dynamics is North America's premier manufacturer of vehicle attachments and equipment. For more than 65 years, the company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. Our commitment to continuous improvement enables us to consistently produce the highest quality products and drive shareholder value. The Douglas Dynamics' portfolio includes snow and ice management attachments sold under the BLIZZARD<sup>®</sup>, FISHER<sup>®</sup>, HENDERSON<sup>®</sup>, SNOWEX<sup>®</sup> and WESTERN<sup>®</sup> brands, turf care equipment under the TURFEX<sup>®</sup> brand, and industrial maintenance equipment under the SWEEPPEX<sup>®</sup> brand. Additional information regarding Douglas Dynamics is available at [www.douglasdynamics.com](http://www.douglasdynamics.com).

**Media Contact:**

Fuzz Martin

EPIC Creative

262-338-2700 ext. 226

[fmartin@epiccreative.com](mailto:fmartin@epiccreative.com)

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