

## **Western Products Named Top Workplace in Wisconsin by Milwaukee Journal Sentinel for the Eighth Straight Year**

*Winners determined by employee responses to categories such as  
leadership and career opportunities*

MILWAUKEE, Wis. (May 1, 2017) – Western Products, a division of Douglas Dynamics, LLC, has been awarded a 2017 [Top Workplaces](#) honor by the Milwaukee Journal Sentinel. This is the eighth straight year that Western Products has earned a spot on the list.



Workplaces are nominated by employees and judged solely on employee surveys administered by [WorkplaceDynamics, LLC](#), a leading research firm that specializes in organizational health and workplace improvement. According to the Milwaukee Journal Sentinel, “The program recognizes businesses and organizations in southeast Wisconsin that provide their employees with a great work environment, flexibility, advancement opportunities and other tools they need to succeed.”

“Employee satisfaction and wellness is of paramount importance across our company and is a crucial factor in our ability to continually manufacture market-leading, top-quality products,” said Linda Evans, vice president of human resources. “We are honored to continually be recognized by our employees as a top workplace. Our employees lead directly to our success as a whole, so we encourage them to be their best, and we provide a collaborative and positive work environment where every person can thrive.”

Western Products is North America’s premier manufacturer of snow and ice management attachments and equipment, and is proud to maintain one of the lowest turnover rates in the industry, an accomplishment the company attributes to employee empowerment and ongoing skill development initiatives. The Top Workplace program also judges companies on their performance compared to their peers in their respective industries.

Western Products employs approximately 300 people in the Milwaukee area. Parent company Douglas Dynamics employs approximately 1,600 people and has four manufacturing facilities and thirteen (13) truck equipment centers in the United States, and an office in Beijing, China.

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### **About Douglas Dynamics**

Home to the most trusted brands in the industry, Douglas Dynamics is North America’s premier manufacturer and up-fitter of commercial work truck 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. Through its proprietary Douglas Dynamics Management System (DDMS), the Company is committed to continuous improvement aimed at consistently producing the highest quality products, at industry-leading levels of service and delivery that ultimately drive shareholder value. The Douglas Dynamics portfolio of products and services is separated into two segments: First, the Work Truck Attachments segment, which includes manufactured snow and ice control attachments sold under the FISHER<sup>®</sup>, HENDERSON<sup>®</sup>, SnowEx<sup>®</sup> and WESTERN<sup>®</sup> brands, and second, the Work Truck Solutions segment, which includes the upfit of market-leading attachments and storage solutions for commercial work vehicles under the DEJANA<sup>®</sup> brand and its related sub-brands.

### **About WorkplaceDynamics, LLC**

Headquartered in Exton, PA, WorkplaceDynamics specializes in employee feedback surveys and workplace improvement. This year alone, more than two million employees in over 6,000 organizations will participate in the Top Workplaces<sup>™</sup> campaign—a program it conducts in partnership with more than 40 prestigious media partners across the United States. Workplace Dynamics also provides consulting services to improve employee engagement and organizational health. WorkplaceDynamics is a founding B Corporation member, a coalition of organizations that are leading a global movement to redefine success in business by offering a positive vision of a better way to do business.

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