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dgs Marketing Engineers Partners with Seco Tools

Indiana agency wins leading cutting tool company account

Fishers, Indiana, January 17, 2011 – dgs Marketing Engineers has been named the new primary agency of record for Seco Tools Inc., in North America. Seco Tools is part of Seco Tools AB (Fagersta, Sweden), a world leader in metalworking technologies.

Seco Tools offers a full range of tools for milling, turning, holemaking, and threading applications as well as service and software solutions. Its cutting tools and related technologies are sold through a network of more than 250 authorized distributors in the United States, Canada and Mexico.

“Seco is a perfect fit for us, both in terms of our industry experience and our culture,” said Marc Diebold, president and CEO of dgs Marketing Engineers. “Seco is a progressive, energetic and innovative company with some very aggressive goals, and we look forward to helping them achieve them.”

“Experience was the deciding factor in partnering with dgs Marketing Engineers,” said Mike Parker, Director, Marketing & Product Development at Seco Tools Inc. “We immediately realized that Seco Tools would benefit from the agency’s highly experienced staff and its extensive work in the metalworking industry and various market segments within that industry. Seco Tools has set specific marketing and public relations goals, and we expect dgs will drive those initiatives by helping to not only cultivate the strategies we have in mind, but by also generating new and different ideas we might have never considered.”

Celebrating its 25th anniversary in 2011, dgs Marketing Engineers is a full service marketing communications agency specializing in the manufacturing industry and is the agency of record for some of the world’s leading brands in manufacturing and metalworking. As part of the new partnership with Seco Tools, located in Troy, Michigan, dgs will provide a broad range of integrated marketing services and the

expertise of a staff experienced in processing and communicating technical information and in addressing marketing issues specific to manufacturing.

About dgs Marketing Engineers

dgs is a full-service, business-to-business advertising agency located in Fishers, Indiana. dgs provides a range of results-focused marketing communications services geared toward technically minded people. For more information about dgs and its services, please visit dgsmarketing.com or call Marc Diebold at 317.813.2220.

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