

For Immediate Release

Durable Mecco Celebrates its 60th Anniversary

Direct Part Marking Technology Manufacturing Company Continue to Grow

Worcester, MA August 21, 2012 – Durable Technologies recently celebrated the 60th Anniversary of its Durable Mecco division (located in Franklin Park, IL – formerly known as Durable Engravers) and shows no signs of slowing down. Durable Technologies continues to capture market share in the core markets it competes in supplying manual marking tools, semi-automated part identification systems and equipment, and direct part marking technology. Durable Technologies supplies custom designed marking tools and systems that allow companies to permanently identify just about any type of part made from most any material.

Durable Technologies supplies custom marking solutions to a wide range of industries including automotive, metal fabrication, defense, aerospace, firearms, medical, food and beverage, pharmaceutical, jewelry, electronics, tooling, and personalization.

Where many competitors have recently merged or gone out of business, Durable continues to thrive through a commitment to customer service, a deep expertise at solving part marking problems, and a promise to always suggest the best part marking solution based on their customer's budget and specific marking requirements.

"Durable Mecco turns 60 this year. Any business that sticks around for 60 years has great customers and we would like to thank you all for allowing us to help you. We are also extremely proud of our team and their efforts to deliver extraordinary customer service to our loyal customers. Thank you all for a great 60 years and here's looking forward to the next 60," says Kari Lunden, President and CEO of Durable Technologies.

CONTACT:

Matt Martin

Durable Technologies

mmartin@durablemecco.com

866.344.7721

About Durable Technologies

Durable Technologies was formed in 2011 when industry leaders Durable Mecco of Franklin Park, IL and VisiMark, Inc. of Worcester, MA combined to form one of the nation's premier authorities on custom part marking and identification solutions.

Durable Technologies manufactures and supplies a wide selection of traditional marking tools for industrial part marking, package date coding as well as hot stamping and branding applications. We service a wide cross-section of industries including, but not limited to, aerospace, automotive, metal fabrication, forging, defense, firearms, food and beverage, pharmaceutical, medical and jewelry.

Our multi-plant manufacturing locations in the East and Midwest offers a national presence and provides for workload leveling and catastrophic backup in order to ensure uninterrupted, consistent service to customers. Our manufacturing methods have evolved over the years from manual engraving to the use of cutting edge technology in order to maintain best-in-class quality and service levels.

Today, Durable Technologies has become a leader in its industry. We continue to strive to increase the value of our products and services to customers across all industries. We will recommend the most appropriate and cost effective marking method for your custom marking application. Call us today to experience [The Durable Difference!!](#)

Durable Mecco

Durable Mecco began as Durable Engravers and was formed in 1952 in Chicago, Illinois as a manufacturer of traditional marking products including steel stamps and metal coding type. The company has since broadened its scope and manufacturing expertise by investing in employees, new equipment, and through numerous acquisitions such as Quality Die Company of Chicago, IL and Fredricks Marking Products also of Chicago, IL.

In 2006, Durable Engravers acquired the former Mecco / M.E. Cunningham Company of Pittsburgh, Pennsylvania, who for over 100 years was a leader in indent marking technology for heavy-duty industrial applications. The newly formed Durable Mecco combines the breadth of manufacturing capabilities and technical expertise of Durable Engravers with the specific product and application expertise of Mecco / M.E. Cunningham Company. Together, a powerhouse has emerged in the marking and identification field.

VisiMark, Inc.

VisiMark, Inc. was formed in 1985 in Worcester, Massachusetts specializing in the production of steel stamps, brass and steel coding type, hot stamping dies, as well as part marking and mold engraving. Through numerous acquisitions including Ideal Engraving of Orange, NJ and A.D. Joslin Manufacturing Company of Manistee, MI, VisiMark has substantially increased the company's product scope and manufacturing expertise. Today, VisiMark is the nation's largest manufacturer of replacement OEM package date coding type.