



**Media Contact:**  
**Maureen Murray, 973-993-1570**  
[precise2@optonline.net](mailto:precise2@optonline.net)

### **Joe Kauffmann Joins Novik as Senior Territory Manager - Midwest**

QUEBEC CITY, QC (Nov. 2015) – Novik, the manufacturer of NovikShake™ and NovikStone™, which replicate the natural beauty and texture of wood and stone materials, announced today that Joe Kauffmann has joined the Novik sales team as Senior Territory Manager – Midwest.

Kauffmann brings 32 years of experience in the building products industry where he served in several executive positions related to one-step and two-step distribution, as well as manufacturing. Kauffmann’s most recent experience was as Director of Sales for DAP sealants and adhesives, where he developed partnerships with key wholesale window, door, and siding distributors across the country. He also served as director of national accounts at Huttig Building products, a national two step distributor based in St. Louis, MO; and was named the first regional manager ever for Tapco/Mid America Building Products, where he worked for 10 years.

“We are thrilled to have Joe join the Novik team. His addition is the latest investment Novik has made in people, products, and branding.” said Ralph Bruno, President, Novik. “Joe’s leadership, experience and proven track record in the building products channel will be a tremendous asset for us as we accelerate our growth in the market.”

For more information about NovikShake™ and NovikStone™, visit [www.novik.com](http://www.novik.com).

#### **ABOUT NOVIK**

Novik® is a premier manufacturer of NovikShake™, NovikStone™ and accents that replicate the natural beauty and texture of wood and stone materials. At the forefront of technology, Novik offers attainable luxury that is attractive and easy to install. Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit [www.novik.com](http://www.novik.com).