



Kebony US Marketing Director Ben Roberts

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KEBONY APPOINTS US MARKETING DIRECTOR

St. Clair, MI – July 28, 2019 – Environmentally friendly modified wood manufacturer Kebony today announced the appointment of Ben Roberts to the newly created position of US Marketing Director, according to Andy Hehl, Kebony US Manager.

In this new role, Roberts will direct marketing strategy, working alongside the company's US sales organization, as the company expands its brand in the US/Canada markets. .

“We’ve experienced explosive growth in the US over the past couple years and Ben will give us the strategic firepower we need to manage it,” Hehl said. “His experience in our industry and overall depth in marketing strategy is exactly what Kebony needs right now in the US.”

Prior to joining Kebony, Roberts was the Marketing Director for specialty lumberyard TimberTown - with locations in Austin, TX and Atlanta, GA - and its parent company Overseas Hardwoods Company headquartered in Mobile, AL. Roberts has a strong background in content and video marketing, and launched a YouTube series for TimberTown/OHC called “TimberTips” that focuses on information worth knowing about lumber products and projects.

Kebony will open an office in Austin, TX, within the coworking space WeWork’s Westview location to house the growing Kebony US Marketing and Sales teams. “I’m excited to be a part of such an exceptional company and product offering,” explained Roberts.

Roberts resides in Liberty Hill, TX

Kebony is a Norwegian company which aims to be the **leading wood brand and technology organization**. Underpinned by proven timber modification technologies, it produces an enhanced wood of a superior quality that is both environmentally friendly and cost-effective.

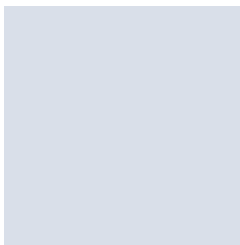
The company's **headquarters is based in Oslo**, with its production facility in Skien, South of Oslo. Currently employing about 60 people, Kebony has subsidiaries in Norway, Denmark and Sweden, sales representatives in Germany, France, UK and the US and a wide distribution network internationally. Shareholders are leading the venture with private equity investors from Germany, France, UK and Norway. The company has received numerous awards for its environmentally friendly technology and innovation, including its naming as a World Economic Forum Technology Pioneer.

The **Kebony® technology** permanently transforms sustainable wood species such as pine into Kebony wood with features that are comparable, and in some cases superior, to those of precious tropical hardwoods. This unique environmentally friendly process is also a superior alternative to traditional wood treatment based on impregnation with biocides (wood preservatives).

The company's patent-protected production processes yield products that deliver major improvements in durability and dimensional stability, at the same time as being highly attractive. The Kebony products are suitable for a multitude of applications and designs – encompassing both indoor and outdoor applications.

Kebony's mission is, through active innovation, quality thinking and understanding of commercial possibilities; give the world beautiful, long lasting and environmentally friendly wood products. The company will show social responsibility and contribute to improvements of the environment in a way that builds a better future.

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