

For Immediate Release

Guiry's Incorporated Acquires Diamond Vogel Stores in Colorado and New Mexico

Denver, CO – December 1, 2020 – Guiry's Incorporated has reached an agreement to acquire all the assets of Diamond Vogel's Colorado and New Mexico distribution operations and store locations. This acquisition expands and broadens Guiry's footprint and market penetration in the region. It also provides Guiry's access to additional products and market segments.

Guiry's is acquiring the Diamond Vogel stores that were faced with increasing challenges to penetrate the market due to their limited number of locations when compared to competitors. Guiry's will continue to offer Diamond Vogel coatings, as well as adding additional product lines and services at these locations. Guiry's will also add Diamond Vogel products to their twelve existing locations, broadening the availability and expanding the product mix available to their customers.

"Guiry's is excited for this partnership. Diamond Vogel has been a reputable competitor and valuable vendor to Guiry's for many years and this arrangement will continue to strengthen our partnership. This is a WIN-WIN for both organizations, including our valued employees and loyal customers. It enables us to expand our product offerings at competitive prices, while maintaining our service standards of excellence," said Sean Guiry, President and Owner of Guiry's.

"Diamond Vogel is excited to partner with Guiry's as one of their key suppliers and coating manufacturers. We see this as an opportunity for all parties involved. Guiry's is well known and has a long and successful history in this region. Our current customers will benefit from greater availability of the coatings they've come to trust, and the level of service they deserve," said Jeff Powell, President and CEO of Diamond Vogel.

Guiry's, Incorporated is a family-owned and operated retailer of high-quality paint, home décor, and art supplies. Founded in 1899 and headquartered in Denver, CO, Guiry's has established generations of valued customers ranging from residential DIY to commercial contractors. They have built and maintained trusted partnerships with reputable product lines including Benjamin Moore, Hunter Douglas, and Liquitex and more. For more information about Guiry's, visit www.guirys.com

Diamond Vogel is a family-owned and operated manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the industrial, architectural, industrial wood, automotive, consumer wood coatings, farm and ranch, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel, visit www.diamondvogel.com

###