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## FOR TRADE MEDIA

### **Des-Case Touted as Model for American Exporting**

*Top U.S. trade official promotes international trade agreements as growth catalyst  
for global specialty filtration manufacturer*

**GOODLETTSVILLE, Tenn. (March 13, 2015)**— [Des-Case Corporation](#), a global manufacturer of specialty filtration products that improve process equipment reliability and extend lubricant life, today was hailed as a superb example of the type of growth possible for American manufacturers and companies that partner with the U.S. Department of Commerce and their Export Assistance Centers.

Jerry Abramson, deputy assistant to the President of the United States and director of intergovernmental affairs, complimented how the Goodlettsville Company has collaborated with the department since 2001, while growing from a small manufacturer with modest sales in the U.S. to a global leader in the contamination control product industry with 35% of its sales in international countries and growing rapidly.

Abramson visited the company at the invitation of [Nashville Mayor Karl Dean](#) to showcase the major contributions that Nashville -- and companies like Des-Case -- have made to the United States economy through exporting and to highlight the power of foreign trade agreements.

"We have grown significantly with the help of the Nashville Export Assistance Center and the U.S. Department of Commerce," said [Brian Gleason, CEO of Des-Case](#). "In today's marketplace, the future of every company rests in growth and expanding its marketshare. For us that has meant more aggressive product innovation, strong customer service and building great partnerships on multiple levels. Our work with the Commerce Department has been invaluable to the development of new markets for us around the world. The result has been dramatically increased sales, better prospects for our company's future, additional jobs and a better quality of life for our employees and community."

Founded in 1983, Des-Case markets a broad array of products that help prolong the life of industrial lubricants and fuels—minimizing waste, increasing equipment life, reducing downtime, and improving equipment reliability. This means lower operating costs, benefits for the environment, less repairs, and improved plant operations. The company's trademarked and patented solutions are marketed through an extensive global distribution network, private label and OEM partners.

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The manufacturer initially approached the [Export Assistance Center](#) 15 years ago for guidance on interpretation of European Union directives on carcinogens. That relatively minor project subsequently led through the ensuing years to a variety of workshops, briefings, logistics assistance and meetings with Embassy specialists and prospect distributors worldwide for the company.

Since working collaboratively with the Center, Des-Case has begun exporting to Belize, Brazil, Columbia, Costa Rica, Chile, Ecuador, El Salvador, Dominican Republic, Guatemala, Jamaica, Mexico, Honduras, Panama, Peru, Trinidad & Tobago and, more recently, Australia and the Philippines.

Additionally, Des-Case has seen growth in Europe, China, Canada and other countries through strategic distribution partners and original equipment manufacturers.

"Des-Case and Nashville are excellent examples of the economic opportunities possible for American businesses when we have trade agreements that support our businesses and cities," Abramson said. "Our nation's ambitious trade agenda can and will open markets around the world for Made-In-America products, and help create jobs and promote growth. We continue to expand our support of other businesses thanks to mayors like Karl Dean and companies like Des-Case, while also continuing to raise international standards and break down trade barriers."

Abramson's visit included a tour of the plant where the company's full line of desiccant breathers, fluid handling systems and visual oil analysis products are manufactured, as well as impromptu discussions with company executives. A question-and-answer session for other Middle Tennessee businessmen and women, trade and commerce officials and legislators followed the tour.

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#### **About Des-Case Corporation**

*Headquartered near Nashville, Tennessee, Des-Case Corporation manufactures specialty filtration products for industrial lubricants. Founded in 1983, the company markets a broad array of products designed to help companies make equipment investments last longer. Des-Case has worked with some of the world's largest companies, both directly and through partners. Its trademarked and patented solutions are marketed through an extensive distribution network, private label distributors, and OEM partners. For more information, visit [www.descase.com](http://www.descase.com) or call 615-672-8800.*



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