

## For Immediate Release

### Diamond Vogel Announces Formation of Consumer Coating Solutions Business Unit

**Orange City, IA – March 18, 2025** – Diamond Vogel announces the formation of Consumer Coating Solutions, a business unit focused to support their retail brands of Old Masters and Van Sickle. Both brands are leaders in providing innovative and market-responsive solutions to the independent paint and hardware channel.

“The creation of Consumer Coating Solutions streamlines our consumer brands portfolio by unifying our sales efforts and support under one cohesive organization,” explains Jeff Powell, Diamond Vogel President and CEO. “Our aim is to deliver consumer-focused solutions that elevate the retail experience for our dealers and distributors. This new business unit underscores our commitment to driving consumer satisfaction and retail excellence.”

Consumer Coating Solutions will be led by Robert D. Reints, who assumes the role of Director. With extensive industry expertise and longstanding relationships developed during his tenure leading the Old Masters brand, Reints is exceptionally positioned to guide this integrated sales effort.

#### About Consumer Coating Solutions Brands

Old Masters is a leading manufacturer of high-quality wood stains and finishes since 1953 serving over 4000 dealers in the United States and Canada. Recognized for their comprehensive retail programs for independent paint, hardware, and specialty woodworking retailers. They support wood finishing products for the woodworking enthusiast and professional. Old Masters remains committed to enduring craftsmanship, superior quality, and meticulous attention to detail. Learn more at <https://myoldmasters.com/>.

Established in 1907, Van Sickle consistently set the benchmark in manufacturing quality coatings and seed treatments tailored to farm, ranch, and agricultural communities. Their extensive product range includes tractor and equipment enamels, exterior barn and outbuilding paints, and specialized maintenance coatings. Van Sickle EZ-Slide Graphite maintains a strong reputation as an industry leader in powder and liquid graphite solutions. Learn more at <https://vansicklepaint.com/>.

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#### About Diamond Vogel

Diamond Vogel is a manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the architectural, industrial, farm

and home, wood finishes, toll manufacturing, aerosol, and traffic markets. For more information about Diamond Vogel visit our website at [diamondvogel.com](http://diamondvogel.com).

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**Contact:**

Sandy Agar-Studelska  
Senior Marketing Manager  
Diamond Vogel  
(712) 635-8335  
[sandy.agar-studelska@diamondvogel.com](mailto:sandy.agar-studelska@diamondvogel.com)

**For more information**

- Editors: You may download artwork for use in this announcement in print or web materials: <https://www.diamondvogel.com/media/consumercoatingsolutions/>