



For Immediate Release

Van Sickle Introduces Revamped Retail Experience to Better Serve Farm and Ranch Consumers

Lincoln, NE – April 4, 2025 – Van Sickle, a trusted name in agricultural coatings and seed treatments, is launching a refreshed, consumer-focused retail experience designed specifically for the independent farm, ranch, and hardware channel. This initiative aims to simplify the shopping process, making it easier for customers to find the right solutions for their projects.

“For generations, Van Sickle has been a go-to brand for farmers and ranchers, known for high-quality tractor and equipment enamels, barn paints, maintenance coatings, and seed treatments,” said Robert D. Reints, Director of Consumer Coating Solutions at Diamond Vogel. “That legacy of quality continues, but we’re now enhancing the way customers shop—with a more intuitive, informative, and project-driven approach.”

The updated retail experience includes modernized signage, improved product displays, and redesigned packaging—all created to streamline the path from product selection to purchase.

“We’ve introduced a cleaner layout, informative point-of-purchase materials, and project-oriented tools that make the shopping process smoother and more engaging,” said Sandy Agar-Studelska, Senior Marketing Manager at Diamond Vogel.

Key enhancements include:

- New packaging with QR codes that connect directly to technical data and application tips.
- In-store shelf talkers and signage offering project-specific recommendations.
- Updated color guides featuring QR codes linked to video tutorials on surface preparation and product application.

These resources empower customers with the confidence and knowledge to complete their projects successfully.

“We believe this revitalized retail experience will not only support our retail partners but also deepen customer loyalty,” added Agar-Studelska. “Van Sickle is proud to lead the way in farm and ranch coatings by delivering both trusted products and a best-in-class shopping experience.”

Serving agricultural communities since 1907, Van Sickle offers a comprehensive line of coatings for tractors, equipment, barns, outbuildings, seed enhancing treatments, and general maintenance. To learn more, visit <https://vansicklepaint.com/>.



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 <https://www.diamondvogel.com/>.

The Consumer Coating Solutions division supports Diamond Vogel's consumer brands portfolio within the independent paint, farm and ranch, and hardware sectors. This dedicated sales team delivers market-responsive retail solutions that enhance the customer experience and drive long-term success.

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