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For Immediate Release



Paul Johnson Joins Plank Enterprises as Director of Marketing & Corporate Communications

Eau Claire, WI – February 2015 – Plank Enterprises, Inc., a holding company with four unique business units, LPI, Inc. – lift systems, LDPI, Inc. – industrial and hazardous lighting products, Pro-Cise – precision machining and fabrications and Badger Industrial – Industrial supply and equipment, recently announced that Paul Johnson has joined the family of companies as Director of Marketing and Corporate Communications.

“We are pleased to announce the addition of Paul Johnson to Plank Enterprises” said Natasha Plank-Ottum, CEO. “Paul comes to us with a strong varied Marketing background in electro-mechanical and lighting products. He brings marketing and industry strength to our team, having spent 25 years marketing industrial and lighting products. He has held sales and marketing positions at Venture Lighting, Ericson Manufacturing, Woodhead Industries and Eaton –Bussmann. We are confident that his breadth of experience will continue to grow our ever expanding product lines and capabilities.

Paul earned his Bachelor’s of Mechanical Engineering degree from the University of Wisconsin – Madison, WI and his Masters of Business Administration degree from Washington University in St. Louis, MO.

About Plank Enterprises

Plank Enterprises, Inc. is a family of businesses that design, manufacture and distribute specialized industrial and commercial equipment and products for customers and industries around the world. Family owned and operated from its inception we listen and respond to our customers’ needs and have multi faceted capabilities to offer a unique custom solution for their applications. For more information, visit www.plankenterprises.com

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