

AmericanPosts, LLC
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Press Release

American Posts, LLC Launches Unique Buy-American Awareness Campaign

TOLEDO, OH (April 1, 2009) – David Feniger, president of American Posts, LLC is leading the battle for survival of the American small steel product industry. Oddly, the opponent is not China, although that nation is the source of his competition. The real enemy, he says, is American insensitivity to the foreign origin of everyday products, and quality.

Feniger says that his own business is a point-in-fact of a national awareness-deficit problem. American Posts is the last domestic manufacturer of those ubiquitous green u-channel posts used by homeowners, farmers, landscapers, and contractors from coast to coast. When David and his father Bill founded American Posts in March of 2005, there were still three other U.S. companies stamping out the posts. Today, American Posts stands alone.

“The story of the humble steel fence post is symbolic of the battle against the flood of cheap foreign steel, the loss of U.S. jobs, and disappearing products stamped Made in America,” says David. Too few distributors and consumers understand the consequences of fewer and fewer American manufacturers of everyday goods, having become de-sensitized by the flood of products marked, instead, Made in China. The fact is there is no advantage in buying a foreign made product, particularly in terms of quality, he notes. “Buying items produced in America has a ripple effect that benefits manufacturers, employees, and local communities alike. Buying American is *the* practical economic stimulus program,” he says.

David believes that if consumers were made aware of the importance and high quality of American-made products and craftsmanship, they would take a second look when making a purchase. To drive home the point, American Posts is launching its *Buy a Stake in America* campaign that focuses on small manufacturers like themselves that are the backbone of the U.S. economy. They have urged both big box retailers and resellers of their steel fence posts to consider the advantages of stocking American Post products.

American Posts is making headway. “We are convincing major outlet stores of the importance of carrying products like ours which are made here by Americans, using American steel,” says Feniger. “When they order posts from China, they often have to buy in huge quantities, months in advance. We can supply almost any quantity to multiple sites within a matter of days.” Just-in-time delivery at a competitive cost is particularly convincing now that distributors are averse to carrying huge inventories. Ace Hardware is a major convert, and now buys the product exclusively from American Posts. Todd Reffett, buyer for Ace Hardware Corporation says that “we are constantly looking for quality products from quality partners, and have found that in American Posts.”

David, who has more than a decade of experience in the steel and service industry, is a third-generation Feniger in the steel industry. He plans to drive the *Buy a Stake in America* message home through advertising and media attention. American Posts is determined to succeed... and take all of America with it.

For more information on American Posts, LLC, visit AmericanPosts.com

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For Immediate Release