

## For Immediate Release

### Diamond Vogel Announces National Sales Manager for Architectural Coatings

**Orange City, IA – January 29, 2021** – Diamond Vogel announces Dean Gustafson as National Sales Manager for Architectural Coatings. Gustafson will be responsible for sales team leadership and business development for their architectural, coatings group.

Gustafson joined Diamond Vogel in 2018 as Regional Sales Manager based in Minneapolis, MN and has over 32 years of experience in the coatings industry in various roles including store management, territory sales, commercial segment manager, and business development manager. Gustafson will report to Al Beck, Vice President of Industrial and Architectural Coatings for Diamond Vogel.

“We are extremely excited to announce Dean in the role of National Sales Manager for Architectural Coatings.” said Beck, “Dean is an accomplished sales professional with extensive industry experience. His leadership along with our outstanding architectural products will position Diamond Vogel well in the market and help us expand and develop strong relationships with paint contractors, facility maintenance, builders, and remodeling professionals.”

Gustafson is a graduate of Gustavus Adolphus College with a BA in Business Administration and is a NACE Level 1 Certified Inspector.

#### 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 industrial, architectural, industrial wood, automotive, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel visit their website at [diamondvogel.com](http://diamondvogel.com).

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#### For more information

Editors: You may download a photo of Mr. Gustafson for display with the announcement:  
<https://www.diamondvogel.com/media-files/>

Learn more about Diamond Vogel Architectural Coatings at our website:  
<https://www.diamondvogel.com/architectural>

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