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**FOR IMMEDIATE RELEASE**

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### **WEST SYSTEM® Provides Authorization Program for Online Resellers**

**BAY CITY, Michigan**—In order to make sure online epoxy resellers properly stock and support WEST SYSTEM products and that consumers receive the benefit of excellent customer service and the knowledge and expertise of our products, Gougeon Brothers, Inc. is implementing an Internet Authorization Program. This initiative will approve WEST SYSTEM Authorized Internet Resellers and support them in appropriately representing WEST SYSTEM products online.

WEST SYSTEM Authorized Internet Resellers will have signed the company's Internet Authorization Program agreement, which regulates how the products are presented and sold online. This program is designed to maintain WEST SYSTEM's Internet brand presence, benefitting consumers and retailers alike. Approved resellers will be expected to use the brand's copyrighted materials including the WEST SYSTEM logo, high-quality product images, accurate product descriptions, and illustrated instructions. They will also receive clear and concise branding guidelines.

Current WEST SYSTEM resellers with an online presence are invited to apply for the Internet Authorization Program by contacting the company's Internet Authorization Committee by email at [policy@westsystem.com](mailto:policy@westsystem.com) before December 10, 2020.

"As online sales of our products continue to grow, it's important to develop a program that benefits the consumer while supporting our brick-and-mortar WEST SYSTEM dealers," said Ben Gougeon, Director of Distribution for epoxy manufacturer Gougeon Brothers, Inc. "We also want to support our online resellers by providing an avenue for them to access and use our trademark and copyrighted marketing materials to ensure that our consumers are receiving the best possible purchasing experience."

To be clear, all current WEST SYSTEM Dealers are welcome to continue selling WEST SYSTEM products in their brick and mortar locations. This new Internet Authorization Program applies to online sales only, and includes digital marketplaces such as Amazon, eBay, etc. Online sales will strictly be the privilege of WEST SYSTEM Authorized Internet Resellers beginning Jan 1, 2021.

To learn more about WEST SYSTEM, visit [westsystem.com](http://westsystem.com).

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