



For Release 3:00 p.m. CST  
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## Hallmark Building Supplies, Inc. Celebrates 35 Years in Business

*Founded in 1974 Regional Building Materials Distributor Celebrates 35 Years!*

**WAUKESHA — November 4, 2009** — Hallmark Building Supplies, Inc., from their headquarters in Waukesha, WI, celebrates its 35<sup>th</sup> year in business today. Hallmark got its start 35 years ago when its President, Founder, and current CEO, Joe Balthazor, decided to start his own business and take on a product in its infancy – DuPont Corian®.

### **Humble Beginnings**

“We had the support of a very good regional sales representative from DuPont—Bob Wheatley.” says Balthazor. “In fact, DuPont told him to ‘find someone who had some money’, but it was Bob who believed in us and got us started with the Corian® product line.” “One of our first customers, Midwest Tops out of Milwaukee, WI, is a customer we still do business with today. I am thankful to our long term customers and all of our associates who have contributed to our long-term success,” reflects Balthazor.

### **Recent Successes**

The last two years have hit the building industry hard; however, Hallmark has been able to make lemonade out of lemons. “The economy has been difficult for us and many whom we do business with. It has been our good fortune over the last six months to have taken on a new territory for DuPont Corian® and Zodiac® -- the states of Utah, Colorado, Wyoming, New Mexico, and a few counties in Texas and Nevada. The acquisition speaks to our direction... that is, to become even more relevant to our current suppliers through geographical expansion. It is my hope that we are a healthy, viable business for the next 35 years and more,” states Balthazor.

### **About Hallmark Building Supplies, Inc.**

Founded in 1974, Hallmark Building Supplies, Inc. is a marketer and distributor of branded building materials such as DuPont™ Corian®, DuPont™ Zodiac®, the DuPont™ Tyvek® Weatherization System, and Nichiha fiber cement products. Hallmark consists of a surfaces division and a construction products division. For more information on Hallmark visit [www.hllmark.com](http://www.hllmark.com) or call 800-203-7444.

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