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New videos mark the first of many projects to build the GlasWeld brand in Spanish-speaking countries

09 September 2009 – Bend, Oregon - GlasWeld, a complete solutions provider for the glass repair and restoration industry, today announced the launch of two new Spanish language videos. The videos focus on the features and benefits of the company’s flagship glass restoration products: the G3fusion Auto Glass Repair System and the Gforce Scratch Removal System.

“We have Spanish speaking customers all over the world, and each one of them has shown a true commitment to repairing glass rather than replacing it,” said Shiloh Spoo, vice president of GlasWeld, who has spent the last few years in Central America. “They understand the benefits of repair, both from an environmental and economic standpoint.”

He continued, “Being able to communicate GlasWeld’s messages to them in their native language is invaluable. We look forward to building our brand and improving our customer service offering to this segment of our customers, while also spreading the message of glass repair’s sustainability even further.”

The two new videos, which can be viewed online at www.glasweld.com/espanol, are targeted for the Central and South American markets, as well as parts of Europe and Spanish speakers within the United States. Currently, GlasWeld works with active customers in Mexico, Spain, Peru, Costa Rica, Colombia and more.

GlasWeld is currently developing Spanish-language versions of all its marketing and training materials, including a Spanish Distance Learning Program for windshield repair and scratch removal. The Distance Learning Program includes robust, online-based training modules to guide users through the science and methods of glass repair.

Based in Bend, Oregon, GlasWeld provides complete glass repair solutions—from revolutionary equipment to unparalleled training programs and technical support—for both flat glass and auto glass. The company’s consulting and contracting division puts its vast experience in glass damage to work in the field, traveling all over the world to diagnose and address clients’ glass issues. GlasWeld’s product lines have been developed based on decades of industry research, development and customer feedback. Because glass repair is intrinsically sustainable, GlasWeld has integrated creative, tangible environmental initiatives into its daily operations, including ongoing education for the greater glass industry. For more information, visit <http://www.glasweld.com> or call 800-321-2597.

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