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**FOR IMMEDIATE RELEASE**

**KEBONY APPOINTS US MARKETING DIRECTOR**

**Wood Products Industry Vet Ben Roberts will Provide Marketing Strategy and Management for the Modified Wood Products Manufacturer’s Fast-Growing US Market**

**St. Clair, MI – July 28, 2019 –** Environmentally friendly modified wood manufacturer Kebony today announced the appointment of Ben Roberts to the newly created position of US Marketing Director, according to Andy Hehl, Kebony US Manager.

In this new role, Roberts will direct marketing strategy, working alongside the company’s US sales organization, as the company expands its brand in the US/Canada markets. .

“We’ve experienced explosive growth in the US over the past couple years and Ben will give us the strategic firepower we need to manage it,” Hehl said. “His experience in our industry and overall depth in marketing strategy is exactly what Kebony needs right now in the US.”

Prior to joining Kebony, Roberts was the Marketing Director for specialty lumberyard TimberTown - with locations in Austin, TX and Atlanta, GA - and its parent company Overseas Hardwoods Company headquartered in Mobile, AL. Roberts has a strong background in content and video marketing, and launched a youTube series for TimberTown/OHC called “TimberTips” that focuses on information worth knowing about lumber products and projects.

Kebony will open an office in Austin, TX, within the coworking space WeWork’s Westview location to house the growing Kebony US Marketing and Sales teams. ”I’m excited to be a part of such an exceptional company and product offering,” explained Roberts.

Roberts resides in Liberty Hill, TX

**About Kebony**

Kebony is a high quality, sustainable wood that doesn’t require any maintenance besides basic cleaning. Kebony has [proven qualities](https://kebony.com/en/content/benefits) for a wide range of areas, and is often the preferred material for patios and exterior cladding. [The Kebony Technology®](https://kebony.com/en/content/technology) is a patented and environmentally friendly wood treatment process originally developed in Norway. This process uses a bio-based fluid to improve the qualities and characteristics of the wood. The cell structure is permanently altered, providing the wood with the abilities and [deep tan resembling tropical hardwood](https://kebony.com/en/content/appearance-performance).

The company's global headquarters is based in Oslo, Norway, with its production facility in Skien, South of Oslo. The Kebony USA team is located in St. Clair, Michigan, with local representation both on the East and West Coasts. Kebony has received numerous awards for its environmentally friendly technology and innovation, including its naming as a World Economic Forum Technology Pioneer and a Global Cleantech 100 company. Kebony has been embraced by leading architects, designers and developers, which are served through a global sales and distribution network.

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