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## FOR IMMEDIATE RELEASE

### **NC Based Company, Lubromation, Joins GreasePoint, as an Additional Automatic Lubrication Brand Under The Conrad Company Holdings, LLC**

**Charlotte, NC** - The Conrad Company, a collection of brands focused on helping people in manufacturing and construction, announces its acquisition of Lubromation, an automatic lubrication company based in Charlotte, NC. Lubromation joins as the seventh acquisition made by The Conrad Company in the last three years. Over the next six (6) months, Lubromation will gradually shift over to The Conrad Company's brand, GreasePoint, while maintaining its commitment to providing high-quality service to customers.

GreasePoint helps people in manufacturing and construction with lubrication throughout the Mid-Atlantic Region. The GreasePoint team is committed to offering technical expertise, superior customer service, and on-site installation and service. They work closely with their suppliers to provide high-quality products for construction equipment, industrial manufacturing, fleet management, vehicle services, and other lubricant delivery applications.

Lubromation has been servicing the Carolinas for over 60 years with automatic lubrication systems, installations, designs, and service. They are a well-known in the industry for their expertise.

"The acquisition of Lubromation is an exciting development for The Conrad Company, and we are thrilled to welcome them to our team," said Joseph Van Thuyne, GreasePoint President. "This acquisition will strengthen the value proposition both Lubromation and GreasePoint currently provide customers. Lubromation will continue to maintain a strong physical presence in the Greater Charlotte area."

The Conrad Company is an ever-growing collection of dependable manufacturing, distribution, service, and repair brands, helping customers throughout the United States. These brands each have technically capable people committed to solving industry-specific problems. The acquisition of Lubromation adds to The Conrad Company's existing portfolio: Allied Hydraulic Service Co., Capitol Tool, Compressor Maintenance Co., GreasePoint, Hanover Conveying Systems, PennAir, and Valley Fluid Components.

For more information about GreasePoint and its Sister Brands, please visit <https://greasepoint.com>

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