



Tinnerman Launches Advertisements in *Design News*

As an acknowledged leader in the creation of precision engineered attachment and closure solutions, Tinnerman unveils its first ad campaign in *Design News* magazine.

Having hit the news stands June 1st, *Design News* provides Tinnerman the space for a series of advertorials, or editorials and imagery outlining the company's revered connection solutions, along with full-page advertisements.

Scott Staby, Director of Commercial Sales, says "As Tinnerman takes a serious and focused step into the commercial industrial world; we are in need of making our presence known to this set of customers.

"*Design News* was a natural. With a readership of 170,000 design engineers, it offers us the opportunity to spread word about Tinnerman, our assembly innovation process, and how we can save our customers significant money by helping to make their operations more efficient".

A true pioneer in the closure and attachment world, Tinnerman does not deviate from their strong roots in supplying the automobile industry. With the ever-changing climate facing vehicle production, the company reinforces their reliability in lean production, helping manufacturing companies across every industry. The presence in *Design News* serves to highlight case studies both inside and outside of the auto industry.

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