



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Aetna Plywood Rolls Out New Brand Identity

Maywood, IL, November 16, 2020 -- Aetna Plywood, Inc., the Midwest’s leading wholesale distributor of building materials for commercial and residential applications, will now be known as Aetna Building Solutions.

The new brand identity is a reflection of the company’s fast-expanding product portfolio that now includes plywood, hardwood lumber, decorative surfaces, composite panel products and hardware from many of the leading manufacturers in each of these categories.

“In recent years Aetna has greatly expanded its Midwest footprint and our depth and breadth of products to keep pace with the needs of our customers for a complete array of solutions that deliver superior performance and significant value,” says Aetna President Jon Minnaert.

“Aetna Building Solutions and our new tagline, ‘We Have What It Takes’, describes our company more accurately and aligns with our strategies for growth expansion going forward.”

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The re-brand also coincides with Aetna's launch of its **OneSource** eCommerce portal, which now enables thousands of new and existing customers to instantly access information on-line about product availability, pricing, deeply discounted specials, statements and a shopping cart feature to speed every transaction.

“Our dedicated sales force, extensive warehousing and state of the art trucks give us a competitive edge; OneSource takes it all to the next level, saving time and adding value to any transaction, all from a desktop, tablet or smart phone,” says Mr. Minnaert. “OneSource is just one example of what the future holds for Aetna Building Solutions and its customers.”

Existing as well as prospective new customers can experience the power of Aetna's OneSource by visiting: www.aetnaplywood.com/Source.

About Aetna Building Solutions. What began as a modest enterprise over 80 years ago has today become one of the Midwest's largest distributors of building materials, operating from its headquarters in Maywood, IL and branch operations in Rockford, IL, Indianapolis, IN and White Bear Lake, MN. A deeply experienced and dedicated team of professionals at each location help ensure service excellence and timely product fulfillment.

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