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### MBCI ANNOUNCES NEW STRATEGIC ALLIANCE WITH THE CSI SALES GROUP

Houston – MBCI recently announced a new strategic alliance with the CSI Sales Group, a single source provider of insulated and mechanical products for commercial, industrial and low-temperature facilities. “We were looking for a supplier that could meet our rigorous criteria,” says Kevin Clasbey, president of the CSI Sales Group. “We wanted a partner, not just a manufacturer. We needed a team as committed to our success and the success of our customers as we are. MBCI brings an impressive new manufacturing line that produces outstanding quality products and equally important they bring a customer service approach that is the best we’ve ever seen.”

MBCI, a 35-year manufacturer of metal roof and wall panels, added insulated metal panels (IMPs) to its already extensive line of commercial, industrial and architectural products in January of 2009. At a time when many companies were cutting back, MBCI invested in the future. “Realizing that energy codes and regulations were becoming more stringent and a building’s long-term envelope performance was becoming more critical, we retooled our Jackson, Miss. plant and unveiled the most advanced insulated metal panel line in the country,” explains Wayne Dickinson, president of MBCI. “We wanted to manufacture a product that would offer solutions for these new demands while providing the same MBCI quality our customers are accustomed to, coupled with the outstanding service they’ve come to expect. Our new line of IMPs, aptly named the Eco-ficient Series, has benefits that resolve many of the challenges architects and building owners are facing today.”

In many cases, the additional value a well-designed IMP system can provide is substantial---such as quicker installation, earlier business starts, lower long-term maintenance and better energy savings over a building’s lifespan. Although insulated metal panels are becoming more prevalent today, they are not new to the industry nor are they new to cold storage contractors.

“For us, branching into the cold storage market was inevitable but it is not without its challenges. MBCI became a leading manufacturer by standing behind our products and our people. It was important that we bring that same commitment to this new endeavor,” declares Dickinson. That’s where CSI comes in. CSI is a sales and marketing company, formed in 1981 providing intelligent solutions for insulated panel and refrigeration applications. CSI’s eleven sales offices are strategically positioned to complement MBCI’s growing presence in the insulated panel market. CSI and MBCI share the same values, a key factor in the success of any relationship. Both center their businesses on the belief that complete customer satisfaction is the goal and is inevitable when combining outstanding service and custom-designed solutions with product quality that is the best in the industry.

Dickinson goes on to say, “CSI brings a level of expertise and experience that is unmatched in the cold storage industry. We know that good business starts with the people and we feel fortunate to work with the level of talent and years of service that is found at CSI.”

With two more facilities planned for 2012, MBCI is continuing their growth plans for the insulated metal panel business, expanding their footprint across the United States. As these two veterans, MBCI and CSI, forge a new alliance that brings together years of experience, each is better positioned to service their growing customer base. For more information about MBCI and its family of products, visit [www.mbc.com/coldstorage](http://www.mbc.com/coldstorage) or call (877) 713-6224.