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FOR IMMEDIATE RELEASE

Kinze Launches New Blog – “Sparks of Innovation”
Storytelling is key to the Kinze brand

WILLIAMSBURG, Iowa (Nov. 1, 2013) – Kinze Manufacturing, Inc. is launching a new blog called “*Sparks of Innovation.*” The blog will feature stories and information from all the departments within Kinze Manufacturing, and will focus on the spirit of innovation that has driven the company since day one. Bloggers will include company leaders and will occasionally feature additional employees who have a story to tell.

“The ideas and innovation behind our products affect the way we operate. The narrative of how my dad started our business in 1965 continues to resonate with our employees and customers today,” said Kinze Vice President and Chief Marketing Officer Susanne (Kinzenbaw) Veatch. “Our new blog will enable us to continue to tell the Kinze story to our customers and partners.”

Kinze plans to feature dealers, customers and employees on the blog and will be actively soliciting new ideas to write about. The posts will appear on the blog and then be shared through Kinze’s active social channels which include Facebook, Twitter and LinkedIn.

“As Kinze’s Williamsburg, Iowa, corporate campus continues to expand, it will be more important for us to communicate with our stakeholders in an engaging way,” said Veatch. “People can log on and read our blog anytime, and see for themselves what’s going on with the company.”

To read the new Kinze blog, please visit www.kinze.com/blog

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About Kinze Manufacturing

Founded more than 48 years ago on the premise of innovation, Kinze Manufacturing, Inc., markets its planters and grain carts globally and is known for a number of [industry “firsts.”](#) Kinze operates with [core values](#) of integrity, customer focus, excellence, innovation and mutual respect. Kinze Manufacturing is the recognized technology leader and innovator of [planters](#) for row-crop production and [grain auger carts](#). Kinze employees spend their nights and weekends farming, putting them in a unique position to be both manufacturers and customers of the planters and grain carts they build. For more information, visit the Kinze Manufacturing website at www.kinze.com.

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