



Colorbiotics® – from opportunity to world leader in landscape coatings

For 26 years, Colorbiotics's parent company, Becker-Underwood, has been a developer and producer of bio-argonomic and colorant products for use around the world. In evaluating expansion opportunities over the past decade, Becker Underwood identified the market sector of color enhanced wood source as a growth area, and in 2006, Colorbiotics became a separate business unit to serve that market sector.

Colorbiotics Chief Operations Officer, Brent Lester, says "Becker Underwood was founded on developing niche products for specialty markets." That allowed them to be ready when environmental law helped to create an expanded market for color enhanced wood source. "As federal policy emerged to prohibit dumping of pallets and scrap wood into landfills, we saw an opportunity to divert that scrap wood into decorative mulch. We went about developing equipment to apply environmentally safe coatings to that wood source, and that's how color-enhanced wood was born." says Lester.

At the same time, consumer demand for color-enhanced mulch, for both individual and commercial applications, began to grow. "Color-enhanced mulch became main-stream in large home improvement and landscaping stores, and, as a result of that market growth, we began to specialize," says Lester.

"We have a common thread with Becker Underwood, but unique needs as well. In 2006, we decided the market warranted development of Colorbiotics as a separate business unit with dedicated staffing and resources," says Lester.

Lester says the new building has a "huge" impact on Colorbiotics. "In a way, we are the 'north campus' of Becker Underwood here in Ames. As we've moved into the new building, we've been able to incorporate many new efficiencies from R&D (research and development) and operations standpoints. We've incorporated state of the art ideas to be more efficient with what we do and to allow for future technologies and growth," he says.

For more information about Colorbiotics,
visit www.colorbiotics.com
or call (888) 663-6980.