Press Releases

Glebar Company Taps Feintuch Communications as its Agency of Record

NEW YORK, May 20, 2015 /PRNewswire/ -- Glebar Company (www.Glebar.com), an innovative engineering, design and manufacturing firm that builds some of the world's most advanced centerless grinding machines, has selected Feintuch Communications (www.feintuchcommunications.com) as its public relations agency of record.

Glebar's centerless grinders and other machine systems are used to produce a broad range of products and critical parts from aerospace fasteners and transmission bushings to arthroscopic shavers and guidewires. Glebar works with its customers to design machine systems – from an affordable job shop machine to fully automated, lights-out grinding packages – that provide custom solutions focused on maximizing a customer's return on investment. Glebar machines are made in the U.S. and are in operation across six continents.

"Glebar is very well known in some key industry verticals within the centerless grinding and gauging arena, such as medical manufacturing," said Adam Cook, chairman and CEO, Glebar Company. "Our company is growing rapidly and we set out to find an experienced PR and marketing partner that can help us to expand our brand awareness in other markets, where our machines are equally as effective in delivering custom process solutions to companies around the globe. We've found that partner in Feintuch Communications."

Founded in 1952 by Miner Gleason and Robert Barhorst and headquartered in northern New Jersey, Glebar has been credited with introducing some of the first compact centerless grinding systems into the marketplace. In 2013, a new ownership and management team, including many long-term employees, took the reins to better position the company for future growth and continued innovation.

"The Glebar story is filled with manufacturing firsts, some of the highest quality precision grinders in the world and a solid, customer-first, orientation," said Henry Feintuch, president of Feintuch Communications. "We will work closely with company management to implement a brand awareness and lead-generating campaign in the company's key target markets including medical, metals, automotive, aerospace, consumer goods and mining."

The campaign will be led by Mr. Feintuch and Emily Simmons, account director.

About Glebar Company
Glebar Company (www.glebar.com) is an innovative engineering, design and manufacturing firm that builds some of the world's most advanced centerless grinding machines. Glebar serves companies in many market segments including medical, metals, automotive, aerospace, consumer goods, and mining. Glebar machines are known for their precision, longevity, flexibility and efficiency.

Founded in 1952, the privately owned company is headquartered in Franklin Lakes, N.J. and will be moving to a new state-of-the-art facility in Ramsey in July 2015. Glebar is a vertically integrated manufacturer whose machines are all built in the U.S.A. to the highest quality standards and are backed by a 24/7 customer service operation.

About Feintuch Communications
Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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