



## Nichiha USA, Inc.



### Nichiha USA New Sales Director, Residential Division

*Kenny Collins Leads Residential Sales Team*

**ATLANTA, GA (June 2012)** – Nichiha USA is pleased to announce the promotion of Kenny Collins to the company's expanding residential sales team. Effective immediately, Collins will serve as the Sales Director for Nichiha's residential division.

Collins will be responsible for sales management of the residential division, including management of the sales rep group, day-to-day management of distributor relationships, national account management (dealers/builders), sales forecasting and various other functions key to managing Nichiha's residential division.

"With the addition of an industry veteran like Kenny, Nichiha is excited to continue broadening our reach while serving the needs of our customers through top sales personnel," said Michael Cobb, vice president of sales and marketing for Nichiha. "Kenny will be a tremendous leader for our residential division."

Collins has represented Nichiha serving as a sales representative of specialty products from 2003 to 2007, and a residential sales representative from 2008 to April of 2012. Before joining the Nichiha team, he served as a sales representative for Marco Supply Company and Elastic Networks, as well as a product specialist for Makita USA.

"Nichiha is a great company that's on the move. After being with the company for over 9 years I've seen how far we've grown; and now being a part of the management team I have a closer look at the amazing potential. I'm proud to have such an awesome team and together we are excited to roll up our sleeves and continue to push Nichiha forward," stated Collins. "Coming from outside sales I've gained a tremendous amount of insight and it is invigorating to tackle the new challenge of sales management; especially knowing the amount of support I have from my colleagues."

Collins is a 1995 graduate of NC State University, with a degree in Business Management. In his free time, he enjoys spending time with his wife of 11 years and his two children.

For more information on Nichiha USA and its sales team, visit [www.nichiha.com](http://www.nichiha.com).

#### About Nichiha USA:

Nichiha U.S.A., Inc. was established 1998 and is headquartered in Norcross, Ga. Nichiha, an international leader in fiber cement technology for more than 35 years, has 13 plants worldwide and markets distinct patterns of fiber cement siding products in the U.S. In 2007, Nichiha opened its first U.S. manufacturing plant in Macon, Ga., responding to an increase in demand for fiber cement products in the Southeast market. For more information, call 1.86.NICHIIHA1 or visit our web site at [nichiha.com](http://nichiha.com).



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