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Owens Rebrands Toolboxes With New ‘Ellipse’ Name

Sturgis, MI (January 24, 2011) Owens Products, Inc., known for their sleek running boards with applications for pickups, vans, SUVs, and CUVs, has renamed their EXTREME and EXTREME XPL toolbox series to Owens Ellipse and Owens Ellipse XPL.

“An effective brand strategy should create a unique identity that differentiates you from the competition,” said Gary Kirtley, CEO and Owens Products owner.

“In taking a hard look at our EXTREME series we felt we could do the brand more justice by letting go of an overused word and capitalizing on the uniqueness of the product. Our newly named Owens Ellipse and Owens Ellipse XPL toolboxes have a uniquely curved lid. In geometry, Ellipses are closed curves and we felt that name was far more descriptive and not nearly as overused as the word, ‘extreme’.”

No matter what they are called, these eye-catching, diamond tread aluminum toolboxes feature an exclusive patented lid with a distinctive curve that adds a refined and classic flair to any trucks profile.

The paddle latch series—Owens Ellipse XPL—is offered in both standard heights as well as a low profile design. The Owens Ellipse push button boxes are all low profile allowing for clear vision from the cab of the truck.

The Owens boxes feature solid lid bracing making these some of the strongest lids on the market. The boxes are offered in crossover, side mount, chest, trailer tongue and ATV styles. The Owens Ellipse boxes are available in standard bright aluminum or customize your own with one of fifteen powder coat finishes.

Owens Products, Inc., is a family owned business established in 1965, and dedicated to the manufacturing of innovative and quality focused products. Owens is a dominant force in the automotive aftermarket with product lines of plastic, fiberglass and aluminum running boards, aluminum tool boxes, dog boxes, garage and trailer accessories as well as its custom made products. Proudly made in the USA. Owens Products is an earth friendly company and works hard at reducing their environmental footprint. www.OwensProducts.com 800-726-9367.

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