

## **LINE-X® Franchise Development Corporation Names Michael J. Babiarez Vice President of Business Development**



**LINE-X Corporation names Michael Babiarez vice president of business development. LINE-X is a leader in protective coatings, with more than 550 franchised locations worldwide. (PRNewsFoto/LINE-X Corp.)**

SANTA ANA, Calif., March 21 /PRNewswire/ -- LINE-X® Franchise Development Corporation has named Michael J. Babiarez Vice President of Business Development, a new position created to significantly expand the company's industrial coatings operations both domestically and globally.

With more than 15 years' experience in aftermarket sales and management, Babiarez spent about six years with Rhino Linings as that company's Industrial Sales Manager prior to joining LINE-X.

"Mike's ongoing mission will be to identify new business opportunities, specifically on the industrial and military side of our business, as we pursue a strategy to create a more diversified business base," said LINE-X CEO John Wesley. "Mike has solid experience in the industrial and military sectors, and we look forward to having him leverage LINE-X's strong reputation for product excellence across all markets looking for protective coatings that solve their impact, abrasion, corrosion and chemical resistance issues."

Babiarez will also oversee PAXCON, the LINE-X brand of proprietary blast-mitigation coatings that outperformed more than two dozen other competitors in a battery of simulated tests by federal agencies and the U.S. Department of Defense (DOD).

In 2002, the DOD officially named LINE-X a vendor/supplier in the bomb blast protective coating category, and a tactical partner in the military's renovation project of the U.S. Pentagon following the terrorist attacks of September 11, 2001. LINE-X has been widely recognized for its blast-resistant protective coatings currently being used at the Pentagon, as well as numerous other military and civilian locations.

### **About LINE-X**

Based in Santa Ana, California, LINE-X is a leader in the development, application and continual innovation of highly durable spray-on polyurethane/polyurea elastomer coatings for the truck/vehicle market, as

well as throughout the commercial, industrial, agricultural, military and marine sectors.

LINE-X was the first in the industry to offer a Nationwide Lifetime Warranty for its truck bedliners, valid at any location. LINE-X has more than 550 franchised retail locations in 25 countries. For more information, call (800) 831-3232, or visit LINE-X online at <http://www.LineX.com>.