

# DIFCO

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## Durable Industrial Finishing Co., Inc.

4925 South Royal Atlanta Drive Tucker, Georgia 30084  
(770) 934-7100 [www.difco.us.com](http://www.difco.us.com)

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July 29, 2020

Dixie Industrial Finishing Co., Inc. has changed our name to **Durable Industrial Finishing Co., Inc.** and will be referred to as “**DIFCO**”. While the company is currently celebrating 60 years of business, we believe the time to make a name change is now. When Dixie started in 1960, the business was providing metal finishing and other services to a base of customers located in the Southeast. Today, our metal finishing services and coatings reach throughout the United States and other countries. The new name reflects not only the durability of our company as a leader in the metal finishing industry but also our finishing and coatings provide durability to the various industries we serve. In short, *“We make our customers products look better, work better and last longer.”*

While the name has changed, nothing else has been altered in any significant way. The ownership of DIFCO remains the same, and there has been no change in officers or personnel throughout the company. We have been truly blessed with loyal customers, vendors and committed employees who are an important part of the DIFCO family. DIFCO is looking forward to this next chapter of business as we enter our 7th decade together. The company’s new official website will be the following: <http://www.difco.us.com>

Sincerely,



David M. Henderson, President