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Hubbard-Hall Acquires Assets of JSA/Metalline
Expanding Geographic Reach and Technical Bench99

WATERBURY, CT – Hubbard-Hall today announced the acquisition of the assets of JSA/Metalline Corporation, a Mequon, Wisconsin-based distributor serving the plating and general metal finishing industries. The combination of the two companies enables manufacturers in the Upper Midwest/Midwest to benefit from direct sales coverage and enhanced technical support of Hubbard-Hall proprietaries, Pavco plating specialties, and MetalChem's EN product line.

As part of the acquisition, all JSA customer-facing employees have joined Hubbard-Hall: Jessica Dolezal, Luke Dunteman, Mike Lindemann, Jack Smith, Jeff Smith, Emma Tallmadge, Steve Trojan, and Ben Zweiban. The team will continue operating from the Mequon, WI, location and serving customers across WI, IL, MN, IA, MI, and territories farther west. Former JSA/Metalline CEO and owner Mark Sheldon will remain involved as a consultant to support a smooth transition.

“What a great team we have today! It’s exciting to think about the benefits we can bring to our customers by combining JSA’s responsive sales team with Hubbard-Hall’s deep technical bench,” said Molly Kellogg, President/CEO of Hubbard-Hall. “We are now able to support manufacturers in the upper Midwest on a direct basis, which means increased speed of response and single-source ordering. JSA/Metalline has a great reputation for service, and we look forward to building their legacy.”

A Shared Approach to Serving Finishers

The acquisition joins two companies with similar philosophies – prioritizing customer service, providing hands-on technical support, and strengthening strategic alliances with key suppliers, including Pavco, and MetalChem.

For customers, the combination offers:

- A deeper technical bench with expertise in plating, electroless nickel, pretreatment, and wastewater treatment
- An expanded product offering including cleaners, phosphates, rust preventatives, metal coloring products, wastewater treatment chemistry, and metal finishing equipment
- Continued support from the existing JSA commercial team with added resources from Hubbard-Hall’s technical specialists and production teams

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With this acquisition, Hubbard-Hall now operates 3 manufacturing facilities, supported by 4 quality control laboratories and 9 stocking locations. These resources, along with a full plating support lab and pilot line/R&D center, enable trials, troubleshooting, and process development with faster turnaround and direct access to technical staff. With 32% of its workforce in technical support or sales, Hubbard-Hall provides direct, practical assistance to help operations run reliably and efficiently.

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About Hubbard-Hall Inc.: Better Results. Less Chemistry.™

Founded in 1849, Hubbard-Hall is the oldest independent chemical distributor in the United States. Headquartered in Waterbury, CT, Hubbard-Hall supplies industrial chemicals and its own specialty formulations for surface finishing to manufacturers across the country. Now in its 6th generation of family leadership under CEO Molly Kellogg, Hubbard-Hall's mission is to help customers get better results with less chemistry, cost, and complexity. The company has manufacturing locations in CT, SC, and MI, and has recently added a sales office in WI. Hubbard-Hall has been recognized as a CT Top Workplace 11 times and is ISO 9001:2015 and Woman-Owned certified.