



**FOR IMMEDIATE RELEASE:**

February 14, 2010

**CONTACT:** Elaine McDevitt  
Ph: 610.376-5004  
Fx: 610.371-9412  
[emcdevitt@therosecorp.com](mailto:emcdevitt@therosecorp.com)

## **THE ROSE CORPORATION RECERTIFIES AS WBE**

Reading, PA – **The Rose Corporation**, a custom steel industrial equipment builder, received national re-certification as a Women's Business Enterprise (WBE) by the Women's Business Enterprise Council – PA-DE-NJ (WBEC), a regional certifying partner of the **Women's Business Enterprise National Council (WBENC)**.

WBENC's national standard of certification implemented by the WBEC is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women. By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and continued development of their supplier/vendor diversity programs.

The Rose Corporation has been building industrial equipment including furnaces, condensers, thermal oxidizers, duct work, silos and material handling equipment of many kinds for over twenty three years and is an authorized spare parts distributor for Drever Furnaces, formerly of Red Lion, Pennsylvania.

A strong advocate of LEAN Manufacturing, Rose fosters a robust continuous improvement program believing it to be the quickest and most efficient way to develop a sound strategy to improve production for its' customers. In addition to full service large equipment fabrication capabilities, Rose also does business as Mark Metals, a metal service center offering a wide variety of metals goods in stock including plate, channel, expanded metal, angle and grating. Value-added services at Mark Metals include burning, forming, shearing and drilling. To learn more about The Rose Corporation, please visit [www.therosecorp.com](http://www.therosecorp.com).

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.

