



PRESS RELEASE: January 10, 2023 (Fresno, California)
General Coatings Manufacturing Corporation

Laxmi “Lax” Gupta built one of the largest family-owned systems houses in the United States under his leadership over his 50-year career in the polyurethanes industry. He ran a family and customer centric business enterprise and focused on innovation through Research and Development leading to high performance products produced under the strictest quality control procedures. He left an enduring legacy which will be continued by his wife Urmila Gupta and his three children, Dr. Shalesh Gupta, Dr. Anjula Gupta and Dr. Sandeep Gupta, who are actively involved in managing all of his businesses. Many other family members and now the third generation, Lax’s grandchildren, have started to enter the businesses as well.

The owners of **General Coatings Manufacturing Corporation (GCMC)** would like to announce appointment of **Will Lorenz** as the new President of General Coatings Manufacturing Corporation.

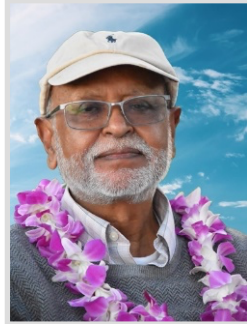
Will Lorenz has been Vice President of - National Sales in Spray Foam Roofing & Tank Systems for GCMC. He received a BA in Chemistry from the College of Wooster, Ohio and an MBA from the University California Irvine in 1996.



Prior to joining GCMC, Lorenz worked at Amoco Chemicals, Mobay Corporation, ICI Polyurethanes, Henry Company, and Arnco. He is part of multiple industry organizations. He is President of RCMA, a board member of SPFA, on the Spray Foam Contractors (SFC) Leadership Committee, on the Spray Foam Manufacturer Government Affairs Committee, and a member of NRCA, National Roof Contractors Association.

“I see my role is to bring the GCMC team together and unleash our capabilities. We pursue our goals through embracing Lax’s keen entrepreneurial spirit, bringing new energy saving roofing solutions, and unparalleled personal commitment to our dedicated contractors.” – Lorenz

We wish all of our customers, suppliers, employees, and your families a very happy and prosperous 2023.



In loving memory of Lax Gupta,
August 13, 1937, to November 8, 2022