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PRESS RELEASE

ROSS CONTROLS® Celebrates first 100 Years!

FERNDALE, MI – ROSS Controls® (ROSS) is celebrating its first 100 years thanks to the continued support from its customers, employees, business partners and shareholders all over the world. To further honor its centennial anniversary, ROSS is introducing a new marketing campaign to recognize the evolution the company is experiencing through product expansion and company acquisitions.

Proud History

Founded in 1921, ROSS' co-founder, Charles A. Ross, designed and built a first-of-its-kind hand operated poppet valve to keep a new steel tube piercing process operational following a devastating fire. ROSS continued to expand its valve offering for general automation applications with emphasis on Poppet Technology, which remains a core technology today.

During the 1950s, ROSS was at the forefront of workplace safety with the development of clutch/brake double valves in metal forming industries. In the 1960s, ROSS introduced what is still considered to be a signature product – the L-O-X® Lockout Valve for Energy Isolation applications. Over the decades to follow, ROSS continued pioneering safety innovations targeting applications including safe exhaust, cylinder control, safety availability for process control, hydraulic block & bleed and block & stop, as well as remote alternative isolation, helping ROSS to become the recognized Global Leader in Fluid Power Safety.

ROSS – a global family

ROSS began to expand its global footprint by opening ROSS Europa (in Germany) in 1960 followed by ROSS Asia (in Japan) in 1973 and ROSS UK in 1984. The expansion continued with ROSS India in 2000, ROSS Brazil in 2001, ROSS France in 2001, ROSS China in 2006 and ROSS Canada in 2016. ROSS then began complementing and supplementing its product offering through acquisitions and business startups including Dale Industrial in 2009, Detroit Coil in 2011, manufactIS in 2012, Automatic Valve in 2017, ElectroGuard® in 2017 and Pneumatrol in 2019.

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ROSS began as a family-owned company and remains family-owned today. Even through its global expansion and acquisitions, its business culture reflects the same core values that have guided the company since its humble beginnings.

Inspired Future

As the Company moves into its next century, ROSS continues to broaden and strengthen its product and service offering, focusing on workplace safety, to expand its footprint into more industries across the globe. Expanding markets include medical, process automation, hazardous location applications, leak test, glass containers and more.

100-Year Anniversary Logo

The ROSS 100-Year logo is both a tribute to the past and a pivot to the future. The new ROSS wordmark, positioned to the right of the vertical line, maintains a similar negative space designed into the well-known ROSS “double R” brandmark that represented ROSS for the previous 50 years. Going one step further, the extended right leg of the R pays tribute to the historical evolution of the brand. The new brand more emphatically represents a company that is innovative, agile and forward thinking. A new corporate logo including new co-branding identities will be released soon with a similar look.

ROSS designs and manufactures pneumatic valves, control systems, and is universally recognized as a global leader in fluid power safety solutions and poppet valve technology. ROSS provides standard products and customized ROSS/FLEX[®] solutions for industrial machinery and automation applications. Selling to original equipment manufacturers and end-users throughout the world, ROSS reaches its global customer base through manufacturing and distribution facilities located in the United States, Germany, France, United Kingdom, Japan, China, Brazil, India, and Canada. In addition to its direct sales team, ROSS markets its products through a worldwide distributor network.

ROSS CONTROLS[®]

For more information, please visit ROSS Controls at www.rosscontrols.com.

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