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BISHOP-WISECARVER TO EXHIBIT AT INTERNATIONAL WOODWORKING FAIR IN ATLANTA

Motion control manufacturer to highlight benefits of linear guide wheels in harsh environments

Pittsburg, CA – Aug. 1, 2012 – Bishop-Wisecarver Corporation® will join nearly 800 other exhibitors Aug. 22 to 25 at the International Woodworking Fair in Atlanta, GA, the largest woodworking technology trade show in North America that attracts visitors from all 50 states and more than 80 countries.

The California-based manufacturer of linear and rotary guides will showcase its wide range of motion control components, guides, systems and custom solution capabilities at booth #4412. The bi-annual event is focused around an industry ideal for the company's signature products, which are based on DualVee Motion Technology® — a complete offering of vee-edged linear guide wheels and track well-suited for applications exposed to high amounts of sawdust, woodchips and virtually any other debris.

With some of the biggest manufacturers of industrial machinery, supplies and services walking the floor at the show, Bishop-Wisecarver Project Engineer Brian Burke said he looks forward to speaking with innovative thinkers from all over the globe.

"We are excited to share our unique products with woodworking industry professionals," said Burke, who has been with the company for almost ten years. "Bishop-Wisecarver products maintain high levels of performance in heavily debris-laden environments containing harsh materials such as granite and glass dust, metal shavings, and sawdust."

That durability in the harshest environments is what makes our technology a natural fit for industrial woodworking machinery, he continued. The ease of installation, unlimited lengths and durability of our wide product offering lends itself well to the industry's many motion control needs.

"We offer products that are perfect for linear guidance of production machinery, jigs and fixtures, and factory environments," Burke said. He added that the technology can also be utilized in consumer products and custom applications requiring smooth and silent motion such as in automated windows and doors, articulating furniture and cabinetry, sliding covers for televisions or audio visual equipment.

"Our products were designed to work in environments found in the woodworking industry," said Michael McVeigh, Vice President of Sales. "When companies use our products, high performance is a given."

McVeigh encourages show attendees to stop by the booth for a one-on-one with either himself or a project engineer.

“IWF provides us with a great opportunity to really talk about this with professionals face-to-face,” said McVeigh. “Our linear guide solutions have a lot of complexities, making it a robust product that can really suit the needs of any woodworking application challenge.”

Since trade show organizers expect this year’s fair to draw a much bigger crowd than the 2010 event, appointments can be made ahead of time on the Bishop-Wisecarver website.

IWF already saw a 40 percent increase over 2010 in early attendee registration and a surge in exhibit sales, according to the 2012 IWF Chairman Michael Burdis, president of James L. Taylor Manufacturing Company, who credits the increase to the slow, steady economic upswing.

“In addition to the rebounding housing market, we suspect that increased attendee numbers can be attributed to demand for new machinery, supplies and the services and IWF exhibitors offer,” Burdis said. “The increase in exhibitor sales and advanced registration all point to a very strong IWF 2012.”

For more on IWF, go to www.iwfatlanta.com. For a list of upcoming events for Bishop-Wisecarver or to make a one-on-one appointment, go to www.bwc.com/evt.php. To learn about the company, follow real-time updates at [Twitter.com/BWCnews](https://twitter.com/BWCnews) or peruse the BWC blog at bwcnews.blogspot.com.

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About Bishop-Wisecarver

Bishop-Wisecarver Corporation is a certified woman-owned manufacturer in its second generation, and has remained one of the most respected names in custom automation solutions and guided motion technology since 1950. The San Francisco Bay Area company manufactures, stocks, and distributes guided motion components and systems for linear, rotary and curved track applications. Bishop-Wisecarver products are used worldwide in industries such as packaging, metalworking, welding, wood processing, paper industry machinery and other industrial equipment.

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