



Great Lakes Calcium Corporation expands, changes to GLC Minerals, LLC

Rebranding reflects growth and provides new opportunities for the company

For Immediate Release

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(Green Bay, WI) [Great Lakes Calcium](#), a custom mineral processing company and one of the leading suppliers of custom minerals in the Midwest, has changed its name to **GLC Minerals, LLC**. This exciting change opens the door for the company to take on new opportunities and increase service to its customers.

“Everything our customers know as Great Lakes Calcium will now be called GLC Minerals, LLC,” said company President Dave Nelson. “We are the same company, with the same owners and the same dedicated employees. The new name better reflects the products and markets we serve.”

GLC Minerals, LLC is the leader in custom mineral processing for numerous markets and provides calcium carbonate, magnesium and gypsum products to agriculture, industrial filler, glass and agronomy industries throughout the Midwest. In addition, the company has developed and added several new products to better meet customer needs. “We spend a great deal of time listening to what our customers need and what their concerns are,” Nelson said. “Our goal is to develop products and services to be the solution they are looking for. It’s this way of thinking that has helped us expand over the years.”

The rebranding effort also includes the launch of **GLC Integrated Services, LLC** which will operate as a trans-load company, serving Wisconsin’s dairy industry. The focus will be on the cost-effective movement of product from rail to truck to farm.

(More)

Also launched as part of the rebranding effort is **Hurlbut Holdings, Inc.**, which will serve as the parent holding company for GLC Minerals, LLC and GLC Integrated Services, LLC. The creation of Hurlbut Holdings, Inc. will support the development of additional businesses as the company continues to innovate and grow. The name pays homage to the founder of the company, Fred Hurlbut Sr., when it began as F. Hurlbut Company in 1871.

“This really is a notable event in the company’s 144 year history,” said Nelson. “It recognizes the next generation of development for the company and reflects the reputation and confidence our customers have in us.”

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