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## HLB Adds Senior Engineers Sam LaBanco and Bill Venth to Product Development Team

Veterans to further strengthen HLB's capabilities and offering to clients

Chicago, IL. (April 15, 2011) – HLB, long known as Herbst LaZar Bell, the award-winning product design consulting firm, announced the hiring of Sam Labanco and Bill Venth for its engineering team. They will both be based out of the firm's Chicago headquarters.

"We are very pleased to have Sam and Bill join the HLB team," said Ford Pearson, CEO. "Each of these top-flight professionals brings the kind of skill, experience and innovating thinking that our clients expect. They will be a key member of our aggressive strategy of achieving high-firm growth through superior service to our clients."



Prior to joining HLB, LaBanco was a member of the Beyond Design Inc. engineering team for seven years where he directed engineering products for consumer, medical device and industrial product brand clients. From 2000 to 2003, LaBanco served as director of mechanical engineering for HLB. He has also worked for General Binding Corporation, Joss Design Group and Baxter Healthcare. He is a graduate of both Northwestern University and Eastern Illinois University.

**"It is great to be back at HLB and working with such a great team of professionals," said LaBanco. "This is a very exciting time to be a part of HLB and I'm looking forward to contributing my skills and experience to the firm's growth plans."**



Prior to joining HLB, Venth was a member of the Design Integrity engineering team, which developed products for ITW, NAMCO, Miller Electric, Dean Foods and even Ray Charles. Venth was one of the original founders of Prolific Design Consultants Inc. which provided a full array of services utilizing Pro/ENGINEER. In addition to being highly skilled in SolidWorks, he has successfully brought numerous products to life through contributions to brainstorming, engineering, prototyping, and manufacturing with multi-faceted teams in a variety of industries. He graduated from Rensselaer Polytechnic Institute in 1992 with a Bachelor of Science in Mechanical Engineering.

**"I am thrilled to be joining the HLB team," said Venth. "This firm's long history and continued game-changing product development innovations occupy a special place in our industry and I look forward to adding my experience to the effort.**

HLB is an award-winning product design consulting firm helping companies in the consumer, medical and industrial marketplaces grow organically through innovation. HLB's approach drives their mission to create products and services that make lives more enjoyable, more convenient and more fulfilling for those who use them. HLB is responsible for countless diverse and widely recognized products, including the Johnson & Johnson Embrace Heart Stabilizer, the Motorola NFL Coaches Headset, and the iRobot Roomba Discovery Floorvac. Visit [www.hlb.com](http://www.hlb.com) for more information.

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