

W.F. Young, Inc. Marks 115 Years

Few companies in the equine trade industry can trace their lineage back to 1892, but W.F. Young, Inc. is one of them. The makers of Absorbine brand products remains family-owned with a long history of service to the industry.

“Over the century we’ve been in business our customers have come to trust the

Absorbine brand, and that’s not something we take lightly,” said Tyler F. Young, President and CEO of W. F. Young, Inc. and the fourth generation of the family to lead the company, “We strive to maintain that trust by offering only the



most innovative and high-quality products that provide real value to horse enthusiasts.”

W. F. Young, Inc. began with a liniment recipe created by Mary Ida Young, wife of Wilbur Fenelon

Young. An amateur horticulturist, Mary Ida developed her all-natural formula because she disliked the harsh chemicals that were used at the time to treat soreness and lameness in horses.

Wilbur used the product on the horse he drove while delivering pianos for the Wilcox and White company. As word spread about how effective their liniment was, Wilbur and Mary Ida soon had so many orders that they set up a bathtub in their kitchen to mix enough of the product to meet demand.

In 1892, Wilbur founded W. F. Young, Inc. with a \$500 loan from his father, who called him a “darned fool” for starting a business that depended on horses, which were rapidly being replaced by the automobile.

Today, the Springfield, Mass.-based company is one of the largest marketers of horse care products in the world. The company’s philosophy focuses on creating a partnership with consumers—a legacy that can be attributed to its roots as a family business that depended on the reputation of a single product to develop customer loyalty.

“We maintain a long-view approach to research and development that supports our dedication to the equine market,” said Young. “We’ve experienced impressive sales growth for the past 10 years, which has helped to solidify our leadership position within this industry.”

W.F. Young, Inc. is a marketer of many top equine brands, including ShowSheen Hair Polish and Detangler, UltraShield Insecticide and Repellent, Hooflex hoof care products and Horseman’s One Step Leather Cleaner and Conditioner.

For a dealer near you or for more information, visit www.absorbine.com.

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