

CleanMaster Merges With U.S. Products

U.S. Products announces that CleanMaster equipment will now be marketed under the U.S. Products brand name.

CleanMaster manufactures escalator cleaning machines, portable carpet extractors, truck mount extractors, multi-surface equipment, carpet chemicals and floor machines.

"This merger is really designed to benefit our end-customers," says Nick Wiebe, marketing manager for U.S. Products and CleanMaster. "Both brands serve similar markets. Now, instead of competing against each other, we can put more time and effort into designing equipment that better meets our customers' needs."

Wiebe adds that combining the two companies under one name will also help strengthen the U.S. Products brand name, bolster manufacturing capabilities, improve distribution of both product lines, and create new marketing opportunities for both companies.

"Everyone here is enthusiastic about this," he says. "The synergy is great and we all feel this will make U.S. Products a stronger company in the future."