

CLEANMASTER NOW MARKETED AS U.S. PRODUCTS

CleanMaster equipment will now be marketed under the U.S. Products brand name. CleanMaster, which has had a long and respected history in the carpet cleaning industry, manufactures specialised equipment designed to clean escalators; five different portable carpet extractors; a self-contained truckmount carpet cleaning system; rotary machines to clean hard-surface floors; multi-surface equipment for cleaning both carpets and hard-surface floor coverings; and carpet and upholstery cleaning chemicals.

"This merger is really designed to benefit our end-customers," stated 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 added 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 said. "The synergy is great and we all feel this will make U.S. Products a stronger company in the future."

www.usproducts.com

EDITORIAL SUBMISSIONS FOR INCLEAN WELCOMED

INCLEAN magazine welcomes industry news and feature article submissions. In the first instance, please contact editor Alan Hardcastle on 02 4225 2200 or contact@incleanmag.com to discuss your proposed copy. Absolute editorial deadlines are 8th June for July/August issue (ideally copy by 1st June); 8th August for September/October issue (ideally copy by 1st August); and 3rd October for November/December issue (ideally copy by 26th September).

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