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Enviro-Solutions and Bullen Enter Alliance

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CHICAGO, IL -- Enviro-Solutions, a manufacturer of Green cleaning products, based in Peterborough, Ontario, Canada, and The Bullen Companies, of Folcroft, PA, manufacturer of more than 150 different cleaning products, have entered into a strategic marketing agreement. The arrangement establishes each company as a "master distributor" for each other's products throughout the United States, while allowing each company to be in control of and promote its own brands respectively.

According to Mike Sawchuk, vice president and general manager of Enviro-Solutions, a significant aspect of the agreement calls for qualified, mutual distributors to have access to the extensive sales and marketing support of both companies.

"This will help both companies better sell their respective leading brands," he says, "as well as provide inventory and ship points from numerous fulfillment warehouses throughout the U.S."

Sawchuk adds that the agreement also allows both companies to participate in joint research and development initiatives and sets forth requirements affecting both future and current distributors. "Both Enviro-Solutions and Bullen have built a network of quality, 'value-adding' distributors," says Sawchuk. "Our goal is to take this combined network to the next level."

The marketing alliance was first conceived at the October 2006 ISSA/INTERCLEAN trade show in Chicago. The two parties have spent the past three months ironing out the details and formalizing the agreement.

"Bullen has been very successful over the years by offering scores of products and family brands to a variety of different market segments," says Scott Jarden, president of Bullen. "We believe working with Enviro-Solutions is not only a natural for us, but it allows us to bring more value, more support, and faster service to our distributors."

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