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Enviro-Solutions and Bullen Forge Alliance

January 9, 2007

Leading cleaning supply manufacturers Enviro-Solutions and The Bullen Companies, Inc. have entered into a strategic marketing agreement, according to a press release issued late yesterday by Enviro-Solutions.

The arrangement establishes each company as a “master distributor” for each other’s products throughout the United State, while allowing each company to be in control of and promote its own brands respectively.

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

Agreeable Distribution

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 as well as provide inventory and ship points from numerous fulfillment warehouses throughout the United States,” Mike Sawchuk, vice president and general manager of Enviro-Solutions, said in the release.

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,” Sawchuk. “Our goal is to take this combined network to the next level.”

“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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About the Bullen Companies, Inc.

Headquartered in Folcroft, PA, The Bullen Companies, Inc. manufactures more than 150 different cleaning products. For more information, visit www.bullenairx.com.

About Enviro-Solutions

Headquartered in Peterborough, ON, Canada, and ISO-9001 certified, Enviro-Solutions is a leading manufacturer of environmentally preferable cleaning products. For more information, visit www.envirosolutions.com.

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