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Enviro-Solutions Expands with Nuance Solutions

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Enviro-Solutions, manufacturer of green cleaning products based in Peterborough, Ontario, Canada, and Nuance Solutions of Chicago, Illinois, a 35-year-old manufacturer of cleaning chemicals, have entered into a joint venture/strategic marketing and production agreement.

Under the terms of the agreement, Nuance Solutions will manufacture and market Enviro-Solutions products for delivery to the western half of the United States.

According to Mike Sawchuk, vice president and general manager of Enviro-Solutions, the partnership has many benefits for both companies, as well as distributors and end-users. "This will improve production capabilities and result in greater branding, product, and marketing direction for our companies and sales reps," Sawchuk says. "We will also be able to provide more technical support and R&D for our customers."

One goal and a significant aspect of the arrangement is that with the added manufacturing capabilities in Chicago, freight costs to customers in the middle, southern, and western portions of the United States will be reduced. "This is further enhanced because Nuance Solutions has developed state-of-the-art production and manufacturing systems," Sawchuk says.

He adds that the alliance will allow shared equity in the brand, beef up production, help expand research and development programs with the addition of four chemists and technicians, and add much-needed warehousing capability.

Jim Flanagan, president of Nuance Solutions, says that once the alliance is fully implemented, Nuance Solutions "will be manufacturing over two-thirds of its [cleaning chemical] products meeting or exceeding current environmental standards. We see this as an exciting development for our company."

For more information, visit www.enviro-solution.com or call toll free (877) 674-4373.

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