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**In This Month's Issue**

**April**



**U.S. Products Names GM for Europe, Asia**

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COEUR d'Alene -- U.S. Products, a manufacturer of hot-water extraction, floor care and restoration equipment, has announced that Soren Christensen has joined the company as General Manager of Sales and Marketing, Europe and Asia Pacific.

"Soren will be responsible for driving our international expansion in the European and Asian markets," said Doug Hauff, U.S. Products' General Manager. "This is in conjunction with both Sales and Product Marketing, which are headquartered in Coeur d'Alene, Idaho."

Soren joined Nilfisk-Advance in 2001 and soon became the company's General Manager of Product Marketing. He was responsible for the Nilfisk's Product Management and Corporate Marketing function.

Soren holds a Master's Degree in Business Administration and Economics from Copenhagen Business School and lives with his wife Tanja and their three children in Brondby, Denmark.

Soren can be reached in Denmark at +45 43 23 82 58; by cell phone +45 21 20 77 79; or by e-mail, [soren.christensen@nilfisk-advance.com](mailto:soren.christensen@nilfisk-advance.com).

For more information, contact U.S. Products toll free at (800) 257-7982.

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