



US Products Targets Auto Detailers

COEUR d' ALENE, ID -- U.S. Products, a manufacturer of professional carpet, floor, and restoration cleaning equipment, has announced the introduction of an entirely new Auto Detailing Products and Equipment product line.

With the launch of the new line, the company is also seeking regional distributors to help market and distribute the products to auto cleaning and detailing professionals.

According to Nick Wiebe, marketing manager for U.S. Products, the auto line will include hot-water extractors, ozone equipment to remove odors, wet/dry vacs, and detailing tools, all specific to the auto detailing industry.

“Ever since it’s inception nearly 30 years ago, [auto] detailing has been a cleaning specialty,” says Wiebe. “Customers are usually demanding because they have emotional attachments to their cars, so many of the people in the [detailing] industry have become experts, caring for cars down to the smallest detail.”

The new product line is designed to address customer demands and expectations.

Those interested in knowing more about the auto product line or interested in becoming a regional distributor are urged to contact Stephen Romero at 800-257-7982 or e-mail

sromero@usproducts.com or see the new detail line of equipment at
www.usproducts.com/carcare.