

HydraMaster,U.S. Products Add Four New Staffers

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Mukilteo, WA - September 6, 2011 - HydraMaster and U.S. Products, manufacturers of truckmount and portable carpet cleaning equipment, announce they have filled four key positions within both divisions.

"This is one of the first things we started doing when I joined the company earlier this year," says Mickey McKee, head of sales and marketing for both HydraMaster and U.S. Products. "After an exhaustive search, we have recruited four people who know our industry, know our end-customer, and can help us build both divisions to a more prominent level."

McKee says the four positions are:

- Doyle Bloss, Marketing and Brand Manager, HydraMaster/U.S. Products. Formerly the Vice President of Marketing and Education at Bridgepoint Systems, Doyle has extensive marketing experience starting with his family business, Steam Way International, which he operated until 2003.
- Joe Verslui, National Accounts Manager. Also formerly with Bridgepoint Systems for 17 years, Joe most recently worked within their Carpet Restoration Wholesale (CRW) National Accounts division.
- Mark Baxter, Product Manager, HydraMaster/U.S. Products. Mark will be responsible for research, development, and launch of all existing and new products for both brands. Mark's extensive product knowledge and understanding of the carpet cleaning industry make him a valuable addition to the team.
- Ollie Nielson, Southeast Regional Manager. Currently the Distribution Sales Manager for Nilfisk Advance Industrial Vacuum division, the parent company of HydraMaster and U.S. Products, Ollie will now serve as the Southeast Regional Manager for both divisions.

"These additions to our team will be key to making both brands stronger and more aggressive and allow us to put more of our energy and focus on new, innovative solutions and quality products for our end customers," notes McKee. "Ultimately, everyone here is working for our customers. If they succeed, we succeed."
