



## **ALLIANCE LAUNDRY SYSTEMS TAPS NELSON SCHMIDT AS AGENCY OF RECORD**

Milwaukee – Dec 22, 2009 – Alliance Laundry Systems LLC, a global leader in commercial laundry products, has selected Milwaukee-based Nelson Schmidt Inc. as its agency of record after an extensive agency review. Nelson Schmidt will provide Alliance with full marketing communications services including brand planning and development, research, advertising, media, public relations, direct marketing, interactive, sales support, events and promotions.

The engagement with Nelson Schmidt represents a new direction for Alliance. The company has historically managed marketing efforts in-house with agencies enlisted on a project-by-project basis. Nelson Schmidt has been engaged as a full partner in bringing world class marketing communications support to the Alliance family of brands, including Speed Queen, Huebsch, UniMac, Cissell and IPSO, and their respective distribution networks.

“Nelson Schmidt won the business based on its deep experience helping global business-to-business market leaders improve the performance of their marketing communications,” said Rick Pyle, vice president of marketing at Alliance. “The agency has tremendous expertise helping companies manage multiple brands and their channel marketing programs are best-in-class.”

“Alliance Laundry Systems conducted a very competitive and thorough agency review,” said Dan Nelson Jr., president of Nelson Schmidt. “We are honored to have prevailed against other leading B-to-B agencies, and are looking forward to expanding on Alliance’s success promoting their premium brands and the best customer service in the industry.”

### **About Alliance Laundry Systems LLC**

*Based in Ripon, Wis., Alliance Laundry Systems LLC is a leading global manufacturer of commercial laundry products and provider of services for laundromats, multi-housing laundries and on-premises laundries. Alliance offers a full line of washers and dryers with load capacities from 12 to 200 pounds for commercial and consumer use. The company's products are sold under the well-known brand names Speed Queen®, UniMac®, Huebsch®, Cissell® and IPSO®.*

For more information call 920-748-1769 or visit [www.comlaundry.com](http://www.comlaundry.com).

**About Nelson Schmidt:**

*Nelson Schmidt is a full-service marketing communications agency located in Milwaukee's central business district with a second office in Madison, Wisconsin. Founded in 1971, Nelson Schmidt was named in 2007, 2008 and 2009 as one of the top marketing firms in the U.S. by BtoB Magazine. Its clients include Harley-Davidson Motor Company, Honeywell, Motorola and Northwestern Mutual. Nelson Schmidt is a member of MAGNET, the Marketing & Advertising Global Network of 300 agencies in 70 countries; the American Advertising Federation; and the Business Marketing Association.*

For more information call 414-224-0210 or visit [www.NelsonSchmidt.com](http://www.NelsonSchmidt.com).

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