



Spraying Systems Co.®

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Spraying Systems Co. and Cloud Co. (Cloud-Sellers) Form Tank Cleaning Equipment Strategic Alliance

December 2010, Wheaton, IL — The leading suppliers of tank cleaning equipment are teaming up to expand product availability and technical support around the world. The alliance enables Spraying Systems Co., the global leader in spray technology, and Cloud-Sellers, the pioneer of tank cleaning products, to offer a wider range of products to existing customers and expand into new markets.

“This alliance is a win-win for everyone,” stated Jon Barber, Director at Spraying Systems Co. “Adding Cloud-Sellers products allows us to meet more of our customers’ needs. The alliance means we’ll have a high-quality product for just about every imaginable tank cleaning operation,” Barber continued.

Cloud-Sellers also benefits from increased distribution. “We’re extremely pleased to now have hundreds of highly-trained sales engineers around the world selling and servicing our products,” commented Mike Kemp, Product and Marketing Manager at Cloud-Sellers. “Spraying Systems Co. is very unique. They have local sales offices in more than 90 countries staffed by specialists in spray technology. They have a high level of expertise when it comes to tank cleaning applications,” added Kemp.

The two companies share similar business practices and philosophies. Both are privately held and have a long history of innovation, evidenced by hundreds of patents and consistently being first to market with new products. The Cloud-Sellers products will be manufactured by Cloud Co. and branded as part of Spraying Systems Co.’s TankJet® line.

“The Cloud-Sellers products will continue to be sold under the Cloud-Sellers name to our existing customer base. In addition, the current Cloud-Sellers sales force will also be able to sell Spraying Systems Co.’s line of tank cleaning products,” Kemp continued.

The alliance is effective January 1, 2011.

Experts in Spray Technology



Spray
Nozzles



Spray
Control



Spray
Analysis



Spray
Fabrication



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About Spraying Systems Co.

- Broadest product line in the industry including tank cleaning equipment, spray nozzles, spray controllers, spray injectors and lances and research and testing services.
- Founded in 1937.
- Ten manufacturing locations and 90 sales offices around the world.

About Cloud-Sellers Cleaning Systems

- Cloud Co., founded in 1951, is the original designer and manufacturer of the well known Model 360/363 tank cleaners and the earlier version Model III, IIB and II machines.
- Cloud Co. acquired Sellers Cleaning Systems in 2008.
- Broad product offering of superior rotary impingement tank cleaning machines.
- Product line includes the B and BX Steam Injectors for external cleaning of plant equipment which can also be used to supply cleaning solutions to the full range of tank cleaning machines.

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