



## **FOR IMMEDIATE RELEASE**

Contact:

Raymond Massey, Director of Sales & Marketing

Schwarze Industries, Inc.

1.800.879.7933

[rmassey@schwarze.com](mailto:rmassey@schwarze.com)

[www.schwarze.com](http://www.schwarze.com)

Editable text and 300dpi images (when available) online at [www.conwaymktg.com/schwarzepr](http://www.conwaymktg.com/schwarzepr)

### **Schwarze Set to Host Dealer Council Meeting**

(Huntsville, Ala.) September 1, 2010 – Schwarze Industries, one of the world’s largest street sweeper and asphalt patcher manufacturers, is gearing up to host their 2010 dealer council meeting scheduled for October 18-20, in Huntsville, Alabama.

As a part of Schwarze’s ongoing effort to optimize sales and service with its worldwide dealer network, the program will serve as a platform to share insights on issues ranging from succeeding in a down economy to further improving customer service, sales and marketing.

“Strong dealer relationships are key to building our brand and this is a great way for us to better understand the challenges our dealers and end users face in the field,” said Raymond Massey, Director of Sales and Marketing for Schwarze. “We’ll also be going over potential opportunities and get a chance to talk about new products and features.”

Nine dealers have been selected to participate in this year’s dealer council. “Each dealer brings a wealth of knowledge and industry experience to the table,” said Massey. “Which makes them invaluable resources for topics ranging from sales and marketing strategy to product development. This meeting will not only strengthen our dealer network, it will provide us with a roadmap to creating a better overall customer experience.”

## About Schwarze Industries:

Since its inception more than 30 years ago, Schwarze Industries, Inc. has grown to become one of the world's largest street sweeper manufacturers and a leader in sweeping technology. Headquartered in Huntsville, Ala., Schwarze has a workforce of more than 200 employees, manufacturing street sweepers, parking lot sweepers and road repair units. In 1996 Schwarze opened a manufacturing facility in Brisbane, Australia to meet the demand for products in other parts of the world. To date, Schwarze Industries' products operate in more than 35 countries.

For more information on the dealer council meeting, visit [www.schwarze.com](http://www.schwarze.com) or contact Raymond Massey at 800.879.7933.

###