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**“You Asked, We Listened”: Schwarze Industries to Unveil New S-Series Machines**

(Huntsville, Ala.) January 18, 2011—

Schwarze Industries, one of the world’s largest street and parking area sweeper

manufacturers, announced today they will be unveiling their all-new lineup of S-Series machines at the National Pavement Expo in Nashville, Tenn. on February 3, 2011 at 11:30 AM.



“Our goal with the new S-Series machines was to find out first hand what operators were looking for in a sweeper, and then build it,” said Raymond Massey, Director of Sales and Marketing for Schwarze Industries. “It was very much a you asked, we listened approach to finding solutions for the drivers and contractors that are in the field night after night. From there, we put our engineers to work tackling those issues through design and development.”

Schwarze will be unveiling three machines for the new S-Series lineup: the S235, S335, and S350. Each offers a full range of size and performance options to suit any application from low profile to heavy construction.

“There’s a lot of cool stuff about our latest products that I think people will be excited to see at the show,” said Chris Crews, S-Series National Sales Manager for Schwarze Industries.

“Schwarze has taken a real nice approach and gotten a lot of feedback from contractors. Because that’s really where it needs to come from. They’re the ones out there every night doing this job. All we did was listen.”

“We’re excited to unveil these new machines with innovative solutions to customer challenges,” added Massey. “A lot of people are going to be really impressed with what the S-Series has to offer, especially the end user. Because ultimately, they’re the reason we innovate.”

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 Schwarze or the new S-Series, visit [www.schwarze.com](http://www.schwarze.com) or contact Raymond Massey at 800.879.7933.

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