



STRATEGIC MARKET ALLIANCE NAMES NEW QUALIFIED SUPPLIER PARTNERS

Oak Brook, Illinois... Strategic Market Alliance (SMA) President Jack Dietrich announces the addition of two manufacturer partners to the SMA organization.

“On behalf of the SMA organization, we are pleased to welcome NSS Enterprises and James Austin Company to our list of Qualified Supplier partners,” said Dietrich. “In their respective categories, both manufacturers are respected industry leaders and we are excited to be more closely aligned with each.”

NSS Enterprises, a family owned business, is a leading manufacturer of industrial and commercial floor care equipment, including automatic scrubbers, battery powered burnishers, carpet extractors, vacuums and floor machines. James Austin Company, headquartered in Mars, Pennsylvania, is a leading manufacturer of bleach, ammonia, and a variety of detergents, softeners, cleaners and soaps.

“Catalyst for Mutually Profitable Partnerships”