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Central Sanitary Supply Joins Strategic Market Alliance (SMA)

Strategic Market Alliance (SMA) is pleased to announce that Central Sanitary Supply, headquartered in Modesto, California, became a member of Strategic Market Alliance effective April 1, 2011.

Central Sanitary Supply is a leading independent janitorial/sanitation distributor in the western United States. "The distributor owners of SMA welcome President/CEO Dave Martini and his team to SMA," said SMA Chief Executive Officer Richard McGann. "With five locations in California and Nevada, and their stated mission, Central Sanitary fits very well with vision and direction set forth by the distributor owners of SMA. It is our stated vision to be a catalyst in the supply channel, more closely aligned with our supplier partners to more effectively service local and multi-unit account customers.

The addition of Central Sanitary to SMA will greatly enhance our ability as an organization to execute our goal." SMA is a member-owned cooperative comprised of leading North American janitorial, sanitation, and food service distributors. serves as a catalyst for optimizing the efficiency and effectiveness within the supply channel by creating value - based solutions that drive sales, improve operating efficiencies and create more strategic business alliances.