

Alliance Laundry Systems Expands International Presence With Ramsons Partnership

RIPON, WI -- (MARKET WIRE) -- 04/27/10 -- Alliance Laundry Systems, a world leader in manufacturing commercial laundry equipment, announced today it has entered into an agreement with Bangalore-based Ramsons Garment Finishing Equipment PVT. Ltd. to provide Alliance products to the fast-growing Indian laundry industry. Ramsons has been a leader in the subcontinent of India in the manufacture and distribution of laundry and hospitality equipment for the past five decades.

India's rising economy has created a higher demand by the growing middle class for personal laundry services as well as opportunities to invest in laundromat and multi-housing businesses. Alliance laundry equipment, with its rigorous testing, unmatched reliability and outstanding customer support, is ideally suited for this emerging market.

As part of the new agreement, Ramsons will become the sole distributor of IPSO brand laundry equipment in the region. Ramsons also will maintain exclusive rights to manufacture and market D'Hooge washer-extractors and ironers, in addition to their own broad product range, within India, Sri Lanka and Bangladesh.

"We at Alliance Laundry Systems could not be more excited about the mutual growth opportunities this new agreement with Ramsons presents," said Mike Schoeb, president and chief operating officer at Alliance Laundry Systems. "Ramsons has an impeccable reputation and a strong Pan-Asian presence. I have absolute confidence in their ability to grow the IPSO and D'Hooge brands in India," he added.

IPSO builds and markets rugged commercial washer-extractors, drying tumblers, barrier washers for medical applications, flatwork ironers and small capacity units. The brand's products are in operation around the world in coin laundries as well as on-premises laundries in hotels, long-term care facilities, hospitals, fire departments, athletic facilities and many other businesses.

Likewise, D'Hooge is well recognized for its large-capacity washer-extractors and hygienic washers, as well as large, single- and multi-roll ironers. Ramsons will produce ironers from 600 millimeters to 1,200 millimeters in diameter. Washer-extractors will range from open pocket and open pocket hygienic models from 57 kilograms to 125 kilograms, and split pocket and split pocket hygienic models from 100 kilograms to 290 kilograms. Ramsons also has its own range of commercial laundry products with capacities starting at 30 kilograms.

"This agreement with Alliance Laundry Systems represents a significant milestone in our company's history," said Sunder Belani, director of Ramsons. "I see great potential in introducing the durable IPSO and D'Hooge product lines to our market," he added.

IPSO and D'Hooge are brands of Alliance Laundry Systems, a global leader in manufacturing commercial laundry products. Headquartered in Ripon, Wisconsin, USA,

Alliance also has a manufacturing base and office in Wevelgem, Belgium. In addition to building products of the highest quality, Alliance prides itself on delivering unparalleled customer support. This is accomplished through a variety of exclusive value-added services offered through a global network of factory-authorized distributors.

Ramsons are specialists in the manufacture and installation of modern, turnkey laundries and apparel manufacturing units. They have more than 16 sales and service offices in and around India and manufacture more than 100 different products in three, state-of-the-art production facilities in the Bangalore area and in the south of India. Ramsons' new modern industrial facility will manufacture the Alliance products.

For more information about Alliance Laundry Systems, visit www.comlaundry.com. To learn more about Ramsons Garment Finishing Equipment PVT. Ltd., visit www.ramsonsindia.com.

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