



PRESS RELEASE

EMBARGOED UNTIL 9:30 P.M. THURSDAY, FEBRUARY 28, 2013

NOTE: Companies will not learn they have won until the night of the banquet. Please do not contact any winners prior to 9:30 p.m. on Thursday, February 28.

Contact

Katy Pettersen, kpetersen@wmc.org, (608) 661-6916, (608) 516-6684 cell

**Alliance Laundry Systems Wins
2012 Wisconsin Manufacturer of the Year Award
Ripon company wins special award for market leadership**

Milwaukee – Alliance Laundry Systems, LLC is one of eight Wisconsin companies awarded a prestigious Wisconsin Manufacturer of the Year Award. The winners were announced Thursday night at a black tie banquet honoring the 58 nominees.

Alliance Laundry is the largest commercial laundry manufacturer in the world and employs more than 1,400 hardworking people in Wisconsin. As the industry leader for more than a decade, Alliance Laundry has the largest installed base of equipment in North America, comprising more than two million machines. Alliance Laundry's impressive range of products sets them apart from their competition in that they are the only manufacturer in North America to produce a full commercial product line including top load washers, dryers, front load washers, washer-extractors and tumble dryers for all commercial consumer groups.

The success from their continuous improvement, coupled with increased sales weighed heavy in Alliance Laundry's decision to expand its manufacturing operations. In July 2012 the company announced a \$24 million expansion project that will add 270 new skilled jobs. Alliance Laundry has formalized their customer focus by creating a corporate-wide initiative called Customer One. Employees strive to consistently exceed customer expectations for quality and reliability as well as comprehensive and responsive service after the sale. The company believes the success of Customer One has been the foundation for its industry-leading reputation, long-term relationships with key customers, and continued growth.

Celebrating its 25th year, the Manufacturer of the Year Award program recognizes manufacturers of all sizes and industries for their contributions to the great state of Wisconsin. The Wisconsin Manufacturer of the Year award winners were selected by an independent panel of judges representing industry, education, and the public sector.

(MORE)

The accounting and advisory firm of Baker Tilly, the law firm of Michael Best & Friedrich LLP, and the business association Wisconsin Manufacturers & Commerce sponsor the MOTY awards program. Additional information can be found online at www.wimoty.com or by calling (800) 362-7301.

The 2012 winners are:

Grand Awards

Greenheck Fan Corporation, Schofield - Mega Category
Walker Forge, Inc., Clintonville - Large Category
Weldall Mfg., Inc., Waukesha - Medium Category
Power Test, Inc., Sussex - Small Category
OEM Fabricators, Inc., Woodville - Workforce Development Category

Special Awards

Alliance Laundry Systems, LLC, Ripon - Market Leadership Award
HUSCO Automotive Holdings, LLC, Whitewater - Technology Innovation & Impact Award
Nekoosa Coated Products, LLC, Nekoosa - Operational Excellence Award

###

NOTE

Winner logos and company leader photos are available online here: <http://www.wmc.org/?p=35480>

SPECIAL INSTRUCTIONS FOR ALL MINNESOTA MEDIA OUTLETS ONLY

All company references to Baker Tilly in this press release must be listed as Baker Tilly Virchow Krause, LLP. No shortened version of the company name is permitted.