

Alkota Wins Multiple Honors for 2011 Rebranding and Marketing Efforts

Industrial Pressure Washer Builder Earns Six Awards from Three National Advertising Groups

Alkota Cleaning Systems won six awards in three separate national communications competitions for its 2011 marketing efforts. Alkota, one of the world's leading pressure washer manufacturers, earned recognition for print advertising, video, and photography, all media elements in a major re-branding campaign the company launched at the beginning of 2011.

"We worked more than 40 years to lead the industry with our products and services, and we said it's time to lead with our marketing," explains Gary Scott, President, Alkota Cleaning Systems.

"We're humbled by what these awards represent," Scott says. "To achieve recognition like this from professionals who are at the top of the advertising business around the country, it's just really gratifying. It validates that we found the right story to tell about our people and the right way to tell it."

Alkota won a Summit Award for its 2011 print advertising campaign, a Telly Award for its brand video, two Silver Addy Awards for its print advertising campaign, a Silver Addy for its brand video, and a Silver Addy for its overall

brand re-launch. The work competed against thousands of entries in all regions of the United States and across the globe.

The Summit Awards are an international competition for small- to medium-sized advertising agencies. The Telly Awards are an international competition that recognizes achievement in motion-picture media. The Addy Awards are a national competition between hundreds of design firms and advertising agencies from both small and major markets.

The brand campaign embraces Alkota's small-town heritage, master craftsmanship, and the Midwest values that emphasize the importance of relationships and trust. The work was produced in collaboration with Go Forward Marketing and Astronaut Studio.

About Alkota

Alkota is a leading industrial pressure washer manufacturer. Founded in 1964 in the small Midwest town of Alcester, SD, the company has grown to serve a global clientele with a worldwide distributor base and a diverse line of products, including electric and gas-fired pressure washers, stationary and portable pressure washers, industrial steam cleaners, industrial wastewater treatment and power parts washers, as well as industrial space heaters and water heaters. The company has distinguished itself as the leader in service and custom-built solutions, with a seasoned team of industry veterans that design and hand build some of the finest equipment in the cleaning

industry. Alkota is an expert in cleaning and maintenance needs of industries as diverse as agriculture and energy, transportation and manufacturing, food processing, and mining. The company's hot and cold pressure washers are renowned for their durability and ease of maintenance. All Alkota's products conform to the design and test guidelines set forth by the Cleaning Equipment Trade Association (CETA).

For more information, please visit www.alkota.com.

Treated Wood Is Corrosive

Do you encounter pressure-treated wood structures in your work? You need to be aware that CCA-treated wood is quite corrosive to metal fasteners such as screws and bolts, even if the fasteners are plated or galvanized. ACQ-treated wood is said to be even more corrosive. Pressure-treated wood structures often rely on bolts to hold major members in place, and heavily corroded bolts have been reported over the past few years. It would be wise to check for fastener corrosion before working on a wood structure.

Overwhelmed with Regulations?

According to a Gallup poll this past fall, when asked to name the most important problem they are facing, small business owners most often mentioned complying with government regulations. There has been a significant increase in the sheer volume of new regulations, accompanied by a disturbing lack of coordination among the diverse federal agencies that issue them. An additional concern is a move toward "tiered" regulations, which are activated in increments at preset dates, with little or no provision to evaluate the process as it unfolds.

For upcoming industry events, please turn to the Cleaner Times | IWA Industry Calendar on page 49!

Note: Industry Watch submissions should be e-mailed to garyw@adpub.com or mailed to Industry News, 2175 Clarke Drive, Dubuque, IA 52001-4125. High-resolution photos are optional. **cr**

