



FOR IMMEDIATE RELEASE

Great Lakes Commercial Sales Now Offering Primus® Laundry Equipment
Local Brookfield, WI Business Expands Sales Offering

BROOKFIELD, WI – (January 4, 2016) – Great Lakes Commercial Sales, a local distributor of commercial laundry equipment serving Wisconsin, Illinois, Michigan, Indiana, Ohio and Kentucky, is now proudly selling [Primus®](#) equipment. For more than 24 years, Great Lakes Commercial Sales has provided local laundromat owners and businesses with on-premises laundry (OPL) facilities – including apartment buildings, beauty spas and athletic facilities – with innovative, energy efficient and reliable laundry equipment.

“Primus is the industry leader in Europe and we are delighted to now offer our customers such a high quality product,” said Dan Naumann, President, Great Lakes Commercial Sales. “By growing our business and expanding our equipment offering, we are able to provide our customers with another option to fit their laundry needs, which will ultimately add to the success of their businesses.”

Primus is globally recognized for its technical innovations and offers a full line of durable and reliable equipment for laundromats and OPL environments. Primus is dedicated to providing high-quality products that are designed to ensure customer satisfaction. Additionally, Primus products are eco-friendly, using less water and energy than competitive models.

“By expanding their offering, Great Lakes Commercial Sales is providing a huge benefit to local laundromat owners and investors and laundry room operators in businesses throughout Wisconsin, Illinois, Michigan, Indiana, Ohio and Kentucky,” stated Mark Schram, North American sales manager for Primus. “In addition to offering cutting-edge laundry equipment, Great Lakes Commercial Sales provides unmatched customer service and support to their customers with their extensive industry knowledge and experience.”

To learn more about Great Lakes Commercial Sales please visit www.greatlakeslaundry.com or call 262-790-5885.

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About Great Lakes Commercial Sales

Great Lakes Commercial Sales is dedicated to providing customized laundry solutions in the vended (coin) laundry, multi-housing and on-premises laundry markets with top quality, energy-efficient equipment, dependable parts and exceptional service. A nationally recognized two-time winner of the industry’s most prestigious Commercial Laundry Distributor of the Year award, Great Lakes has offices located throughout the Midwest. For more information, please visit www.greatlakeslaundry.com or call 1-800-236-5599.



About Primus®:

Founded in Belgium in 1911, Primus® has provided cutting-edge products and innovations for more than a century. Primus is dedicated to equipping commercial laundry environments with high-quality, reliable products that use less water and energy than competitive models. In-house financing is available through Primus Finance, allowing customers to receive a competitive set of financial products from laundry industry experts. In 2014, Primus was acquired by Ripon, Wis.-based Alliance Laundry Systems LLC., a leading global manufacturer of commercial equipment and provider of services for laundromats, multi-housing laundries and on-premises laundries. To learn more, call 920.748.3121 or e-mail primus.sales@alliancels.com.

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