



For Immediate Release

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Insinger Machine Announces Enhanced Relationship With J. Frishman Associates

Expanding its responsibilities, JFA is now providing direct sales and marketing management for Insinger and its technically advanced lines of ware washing and food disposing equipment.



Pompano Beach, FL, February 2010 – Effective 1 February, J. Frishman Associates, the manufacturing sales consulting firm headed by former ServoLift Eastern President John Frishman, has initiated an expanded services agreement with Insinger Machine Company of Philadelphia, PA.

“In addition to overseeing Insinger’s Consultant Relations program, we are now working directly to boost sales of the company’s technologically advanced lines of ware washing equipment,” noted JFA Principal John Frishman. “Our goals for Insinger are to increase brand recognition among specifying consultants and dealers, grow the company’s rep network and enhance sales penetration in targeted foodservice market segments. We will be selling and marketing the full range of Insinger products and VaporGuard™ technology across the country.”

Frishman will be collaborating extensively with new Insinger President, John Stern, a leading ware washing equipment manufacturing executive, and company owner Robert Cantor. Speaking on behalf of 117-year-old Insinger, Cantor explained that JFA is expected to, “Leverage its national network of relationships with end-users and consultants throughout the industry. John Frishman is very effective at aligning the interests of manufacturers and key customers.”

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