

Shindaiwa Hires New Marketing Partner



Tualatin, Oregon (May 4, 2006) – Shindaiwa, Inc is pleased to announce the signing of Swanson Russell Associates (SRA) as their new full service marketing communications agency of record. Since 1962, SRA’s integrated approach to marketing communications has resulted in a proven record of energizing brands for its clients.

SRA is located in the heartland of the United States in Lincoln, Nebraska. However, the majority of its business resides out of state. They have 120 can do employees that really understand the green industry

and the unique marketing needs of two-step distribution. Other green industry clients include Rain Bird, Standard Golf, Little Giant, Turfco, Scotts and Briggs & Stratton.

Shindaiwa will not only utilize the talents of SRA for media planning, buying, and ad creation but also other important objectives including: trade show coordination to drive traffic, poignant sales and training videos, simple and effective distributor sales programs, sales promotions, new product support, public relations, database marketing, creative point of purchase materials, retail display programs, dealer recruitment tools, website enhancements, and strategies targeting the professional and “prosumer” end-user.

According to Mike Nichols, Shindaiwa Vice President of Marketing and Business Development, “Shindaiwa’s product line and global footprint is rapidly growing. SRA’s industry experience and integrated marketing expertise will play a key role in ensuring that our brand image and message is delivered with consistency and clarity worldwide.”

A world leader in producing commercial-grade outdoor power equipment and environmentally-friendly small engine technologies, Shindaiwa products are distributed exclusively through clean two-step distribution and independent servicing dealers. For more information, please contact Shindaiwa, Inc. Tualatin, Oregon (800) 521-7733. Or visit www.shindaiwa.com.