



PRESS RELEASE

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Valutek Releases Commercial: “The New Valutek”

Ad touts cleanroom consumable company's increased inventory, new sales team

PHOENIX (FEBRUARY 2011) — Valutek, an industry-leading manufacturer of cleanroom



consumables, releases a commercial to coincide with the upcoming Super Bowl. Calling it “The New Valutek,” the ad highlights the people behind the company, and how each employee contributes to an improved experience for customers.

“What is the next-best thing to the game on Super Bowl Sunday?” asks Gary Coraggio, Director of Sales & Marketing. “It’s the commercials. We wanted to develop a fun, interesting and personal way to draw attention to all the improvements at Valutek as of late, and release it as our own blockbuster-style Super Bowl commercial.”

The improvements Coraggio mentions include a streamlined inventory and shipping procedure to ensure core products are always on-site and available; a new, all-star sales team; customer service that’s available through multiple channels including instant message chat; an enhanced e-commerce effort and more.

“Each employee makes a direct contribution to this company, in a real way that affects our customers,” explains Coraggio. “We’re proud of them. We hope clients, current and potential, will take the time to view the commercial so they can feel a connection with these people. Because when you call in about your bill, to make an order or to set up your MyValutek account, these are the people you’re going to talk to.”

The commercial releases Thursday, Feb. 3. Watch the commercial at www.valutek.com/The-new-valutek-commercial.

ABOUT VALUTEK

Valutek has been servicing the cleanroom and controlled-environment needs for thousands of customers in the pharmaceutical, electronic and biomedical industries since 1988. Its one-source cleanroom supplies shopping model eliminates the need to coordinate multiple manufacturers, invoices and contacts. Valutek offers its customers the best experience possible with best-in-class products and superior customer service. Valutek is headquartered in Phoenix, and is a globally trusted brand providing its customers control, convenience and value. Valutek can be reached at www.valutek.com; 800-763-1250 (North America); or 604-310-6111 (Asia).

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