



ADVANTAGE WAYPOINT ACQUIRES THE BLACKROCK GROUP AND WESTERN PACIFIC ASSOCIATES – MAJOR JAN-SAN BROKERS ON THE WEST COAST.

September 23, 2013 – Tampa, FL – Advantage Waypoint has announced the acquisition of The Blackrock Group and Western Pacific Associates. These two companies represent major lines in the Western United States and continue to build Advantage Waypoint’s national coverage and commitment to the Jan-San segment. Advantage Waypoint, the leading national non-food agency, serving all 50 states with over 100 non-food specialists, brings its strength in organization, systems, processes, customer focus, and technology to clients and customers.

For over 20 years, The Blackrock Group and Western Pacific Associates have been representing leading janitorial and sanitation brands in the Western U.S. These companies currently represent manufacturers in: California, Nevada, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Arizona, Alaska, and Hawaii. These acquisitions continue to expand the company’s non-food offering and further develop the broad range of services and products that Advantage Waypoint provides customers.

Founders Scott Casey and Laddi Frisinger, together with their teams, will be an integral part of the Advantage Waypoint organization. “With these acquisitions, Advantage Waypoint has further strengthened its ability to serve the Jan-San segment,” said Bud Taylor, CEO of Advantage Waypoint. “I am confident that we are better positioned than others to execute our clients’ strategies in a rapidly changing marketplace.”

Advantage Waypoint is committed to the Jan-San segment, adding and delivering value to the evolving industry and all of its channel participants.

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