

Doug Berjer Hired as Brand Manager for CFR

By AlturaSolutions Communications

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Chicago, IL - August 2, 2010 - CFR, which manufactures carpet cleaning systems based on a unique and patented process called Continuous Flow Recycling, announces the hiring of Mr. Doug Berjer as the company's new brand manager.

According to Michael Schaffer, who is a senior executive with the commercial floor care division of Tacony Corporation, owners of CFR, Doug has an extensive background of industry experience in the JanSan sector. Most recently Doug worked for a large JanSan dealer in St. Louis, MO.

"He was their Equipment Specialist and proved very successful at motivating the [company's] entire sales team to significantly increase sales of floor care equipment," says Schaffer.

Doug has also worked as the Operations Manager for a large building service contractor that specialized in servicing shopping malls and anchor store retailers throughout North America.

"With Doug's background and experience, we believe he will add tremendous value, to what is rapidly becoming one of the hottest carpet cleaning systems in the industry. CFR is on fire for us, and we are excited to have someone of Doug's caliber join us to lead the brand," adds Schaffer.

Doug will be based in Tacony's St. Louis, MO headquarters. More information on CFR can be found at www.cfrcorp.com

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