

**For Immediate Release**

## **Chemical Manufacturing Industry Leader Carroll Company, Expands Partnership with Waypoint**

*New strategic partnership with Waypoint expands customer reach for Carroll*

GARLAND, Texas, September 20, 2016 -- Carroll Company, the nation's leading manufacturer of private branded institutional cleaning and maintenance chemicals, has named Waypoint as their national sales & marketing agency across the United States and Canada. As Carroll Company celebrates 95 years of service to its customers; Waypoint will be instrumental in further elevating the customer experience by assisting in the delivery of new products and services, focused on meeting the strategic needs of the marketplace.

The timing of this strategic partnership with Waypoint comes during a period of growth and excitement for Carroll. In the past month, the company has named Frank Antonacci as President and Chief Executive Officer. Antonacci is a dynamic senior leader with more than 25 years of successfully driving customer growth, increasing revenue and improving the customer experience within Fortune 15 and startup organizations. Frank's charter is to maximize the partnership with Waypoint to create and execute a successful game changing strategy to ensure a long-term competitive advantage, improved operational agility and customer growth.

The Carroll/Waypoint partnership was driven by Waypoint's history and strategic alignment within the industry, proven by successful go-to-market launches, proprietary delivery systems and customer driven processes. Their performance has earned them national recognition, as well as the respect of the Carroll organization. The partnership leverages Waypoint's unparalleled strategic business intelligence, channel expertise and proficient scalable execution. Waypoint's commitment to the Jan-San industry through the expansion of services, as well as their relentless focus on execution and market driven planning, makes them the ideal national partner for Carroll.

"The partnership between Carroll and Waypoint further strengthens our position in the cleaning chemical solutions business. The breadth and reach of the Waypoint organization will give Carroll the ability to enhance our customer experience," said Chris Norgren – EVP, Chief Revenue Officer at Carroll Company.

Larry Silence, Non-Foods Division President at Waypoint stated, "We are excited to join forces and grow with a strong player in the Jan-San industry and we are looking forward to the opportunity to extend our strategic relationship with Carroll."

### **About Carroll Company:**

Founded over 95 years ago, Carroll Company has become the nation's leading manufacturer of private branded institutional cleaning and maintenance chemicals. Carroll is a registered EPA (FIFRA) manufacturing organization, operates FDA approved facilities, follows documented Good Manufacturing

Processes (GMP), is OSHA and UN/DOT compliant and is approved by the Orthodox Union as a Kosher manufacturer.

Carroll Company's headquarters and main manufacturing facility is located in Garland, Texas. The main plant is situated on 18 acres with 300,000 sq. ft. of manufacturing and warehouse space, with 28 dock high doors and a rail spur.

**About Waypoint:**

Waypoint is the only national Jan San, Disposables, and Equipment & Supplies sales and marketing agency providing an ideal combination of talent, resources and experienced management across North America. Waypoint continues to focus on adding and delivering value to the evolving industry and all of its channel participants.

For more information about Waypoint's Non-Foods Division, please contact Larry Silence, (President, Non-Foods) at [larry.silence@asmwaypoint.com](mailto:larry.silence@asmwaypoint.com), Scott Pool, Senior Vice President Client Development & Integration, at [scott.pool@asmwaypoint.com](mailto:scott.pool@asmwaypoint.com), or visit [www.asmwaypoint.com](http://www.asmwaypoint.com).

###