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## *KYZEN Strengthens Florida Presence with Kurt Whitlock Associates*

**NASHVILLE — January 2021 —** KYZEN, the global leader in innovative environmentally friendly cleaning chemistries, announces that it has partnered with Kurt Whitlock Associates. Under the new partnership, Kurt Whitlock Associates (KWA) will promote, sell and support KYZEN's full range of high-performance cleaning products for the electronics industries throughout Florida.

"We are excited to increase our customer commitment in Florida through our partnership with Kurt Whitlock Associates," said Fernando Rueda, KYZEN's Sales Manager, Americas. "They have been recognized as a leading agent in support of electronics assembly in Florida for more than 30 years. Their superb technical service and unmatched commitment to our Florida customers will help KYZEN become leader throughout this territory."

For 43 years, Kurt Whitlock Associates has provided world-class solutions for the electronics assembly market. Cassandra Diaz, KWA's Chief Operating Officer, states, "KWA is extremely excited about the opportunity to work with KYZEN. With KWA's dominant position as a supplier of electronic cleaners (Electrovert) and measurement tools (Magnalytix), we see this as a natural progression in providing a cradle to grave cleaning solution."

Kurt Whitlock Associates' full-service facility and demo center in St. Cloud combined with KYZEN's technical resources will enhance both organizations' ability to provide complete cleaning process solutions for customers across the state.

### **About KYZEN**

KYZEN is a global leader in providing environmentally responsible, RoHS compliant precision cleaning chemistries for industries ranging from electronics and advanced packaging to metal finishing and aerospace applications. Since its founding in 1990, KYZEN's innovative cleaning technologies, scientific expertise and customer support have been repeatedly recognized with the industry's most prestigious awards. For more information, visit [www.kyzen.com](http://www.kyzen.com).

### **About Kurt Whitlock Associates**

Kurt Whitlock Associates Distributes, Demonstrates, and markets selected industry leading technologies and process solutions. KWA's full-service location in St Cloud FL is one of the few in the US Electronics Industry...Our Partners and Staff have expertise in bringing industry leading machine technology and materials together. We accomplish this with hands on



demonstrations in real time through factory experts running customer's production challenges and providing repeatable results.