



America's Premier Group Purchasing Organization For The Janitorial Supply Industry

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For Immediate Release

NISSCO Announces Partnership with AXIS Group Marketing Organization

Dulles, Va , January 13, 2012 -- [NISSCO](#) (National Independent Sanitary Supply Companies) announces a newly formed partnership with [AXIS Group Marketing Organization \(AXIS GMO\)](#), a provider of JanSan marketing services.

"As the premier buying group for independent distributors, we are thrilled to announce our partnership with AXIS GMO," states Mark Bozich, president of NISSCO. "AXIS GMO brings the marketing expertise, tools and implementation strategies used by Fortune 500 companies directly, and affordably, to our members. This is truly a game-changing program for our distributors."

AXIS GMO provides a full range of marketing services, including electronic, digital, and traditional marketing activities. "The market has changed and today's end-user is a proactive customer, searching with laptops, tablets and smart phones. AXIS GMO excels at placing companies where their next customer is looking, creating an image that reflects the company's professionalism, and giving customers reasons to purchase from them," states Ginny Petru, director of marketing for NISSCO and an AXIS partner. "AXIS GMO handles everything from content marketing to social media maintenance; from video marketing to press releases."

In addition to Petru, the AXIS GMO core partners include Cara and Jason Filler. Together, they have over 35 years of combined experience in the JanSan industry and as many years in their respective areas of marketing expertise.

"Whether is it making sure you are at the top of the list for Google, generating content marketing ideas, assuring your monthly e-newsletter is done, creating YouTube videos, posting on your Facebook account, writing case studies, or creating sell sheets, we cover all the marketing bases," points out Jason Filler. "We are finding our diverse, affordable, and flexible product mix is attractive to both manufacturers and distributors, as it is truly a one-stop shop for 'all things marketing' in the JanSan arena."

For more information about NISSCO'S partnership with AXIS, visit www.nissco.com, or visit AXIS Group Marketing Organization at www.axisgmo.com.

About NISSCO

NISSCO, LLC (National Independent Sanitary Supply Companies) was established in 1985 with a mission to consistently provide its Distributor Members and Supplier Partners with new, profitable business and revenue enhancing programs. NISSCO is the premier purchasing and marketing group in the JanSan industry, dedicated to the independent distributor.

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