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## **Governor Doyle Joins Alliance Laundry Systems as it Launches New Consumer Products**

***State Provides Alliance Laundry With \$1 Million Loan to Help It Reenter the Consumer Market; Company Expects to Create Several Hundred New Jobs Over the Next 3 Years***

RIPON – Governor Jim Doyle today joined with officials from Alliance Laundry Systems, LLC of Ripon to mark the company's reentry into the U.S. consumer laundry equipment market with the launch of the Speed Queen washer and dryer line. The Governor said the company's investment in its manufacturing plant was facilitated in part by a \$1 million Community Development Block Grant loan from the state Department of Commerce to help the company purchase equipment for its new product line.

"This is a new beginning for a great Wisconsin company, and another sign that our economic development efforts are paying off," Governor Doyle said. "We have worked hard to create a better business climate for our manufacturers, from my no tax-increase budget to helping manufacturers meet the rising costs of energy. As a result, Wisconsin's manufacturing industry is doing better than any of Midwestern neighbors, and this news is just another example of that."

"We are excited to be re-entering the U.S. consumer market," said Tom L'Esperance, CEO of Alliance Laundry Systems, LLC. "As a leading manufacturer of commercial laundry equipment, we plan to bring that same commercial reliability and quality to the home."

With the launch of the new product line, the company is expected to create several hundred new jobs over the next three years. Along with the \$1 million loan from the Department of Commerce, the Department of Workforce Development is also providing Alliance Laundry Systems with a \$250,000 grant over the next three years to assist the company with recruitment, assessment, and skill training of its workers in conjunction with its local partner the Fox Valley Workforce Development Board.

As part of the product launch, Tom L' Esperance and Governor Doyle presented one of the company's first new, consumer washer and dryer sets to the Boys & Girls Club of Oshkosh.

Alliance Laundry Systems, LLC was founded in 1908 and was one of the first United States manufacturers of laundry equipment. The company is currently an industry leader in the manufacturing of commercial laundry equipment. The re-launch of Speed Queen marks Alliance Laundry System's return to manufacturing for the consumer market in the United States.