

# NEWS RELEASE



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## **NESTEC, INC. TAPS THE SIMON GROUP TO DEVELOP MARKETING PROGRAM AIMED AT THE PLANT EMISSIONS CONTROL MARKET**

**Sellersville, PA, February 2005** – Nestec, Inc., a provider of cost-effective thermal oxidation systems, air pollution control solutions and associated aftermarket services, has hired The Simon Group to develop and launch a marketing program aimed at the North American industrial emissions control market. The Simon Group is an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts.

The program will launch with the development of sales literature for the company's line of regenerative, recuperative, catalytic and straight thermal oxidation systems, which convert VOCs (volatile organic compounds) and HAPs (hazardous air pollutants) into carbon dioxide and water vapor. The program will then expand to include the design and implementation of an ad campaign for the company's oxidizers, as well as a public relations program to inform Nestec's various target markets about the advanced technologies and extensive aftermarket support that the company provides.

Jim Nester, president of Nestec, noted, "The exponential growth we have experienced over the past year warranted us to seek a marketing firm that could help solidify our image and

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messaging. The Simon Group’s knowledge of our markets and of how to effectively reach our target audiences will be of great benefit as we continue to provide cutting edge emission control solutions to the North American industrial industry.”

Nestec supplies systems for VOC and HAP control, surface treating and air pollution control to several industrial segments including the ethanol, chemical, wastewater, food, packaging and automotive industries. The company couples its extensive array of emission control systems with a nationwide network of highly skilled service technicians to provide cost-effective environmental management solutions.

Founded in 1986, The Simon Group, Inc. is a full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit [www.simongroup.com](http://www.simongroup.com).

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