



**FOR IMMEDIATE RELEASE**

## **REVENTIVE TO NETWORK AT ISSA WITH REFRESHED BRAND IDENTITY**

### ***Offers Manufacturers' National Coverage with Local Advantages***

[November 11, 2019] - [Reventive](#) is the first member-owned national sales and marketing organization dedicated to increasing value for manufacturers in the cleaning industry. Launched last year by nine of the nation's top-tier cleaning industry representative companies, Reventive will convene at the annual company meeting prior to the ISSA North America show to be held in Las Vegas on November 18-21, 2019.

The company's marketing push will focus on higher standards of representation that Reventive offers to manufacturers. "Our aim is simple: to grow our manufacturers' business and increase profitability," said Reventive's president of the board, and president of member company Apex, Joe Orednick.

Reventive serves clients from a broad range of markets nationwide:

- Building Service Contractors
- Education
- Entertainment
- Food Processing
- Food Service
- Government
- Healthcare
- Hospitality
- Industrial
- Manufacturing
- Office
- Packaging
- Property Management
- Retail

Reventive's philanthropic efforts, Reps for a Cause, includes support for ISSA Charity, Cleaning for a Reason, the ISSA Rep Scholarship Fund, and the ISSA Hygieia Network, as well as several local charities from our member territories.

#### **About [Reventive](#)**

*Reventive is a member-owned, national, sales and marketing organization of industry-leading manufacturer representative agencies in the cleaning industry that was formed to deliver modern solutions to manufacturers' most persistent challenges. Its members are Angel/Cotton Associates, Inc., Apex, Buckley Associates, Demlow, J.J. Shearer, Mid-America, Plexus, Ryan, Saffel & Associates and TRC Marketing. [www.reventive.com](http://www.reventive.com)*

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