



InstaGone Consumer Products Increases RV Industry Commitment

Business Strategy Includes Launching a New Retail Program and Signing Lubin Sales to Expand its Distribution Network

Wall, New Jersey ([PRWEB](#)) December 11, 2003 --InstaGone Consumer Products, the makers of professional strength cleaning products including InstaGone® Multi-Purpose Stain Remover and Quick-10® Carpet, Upholstery and Laundry Stain Remover, is focusing on the RV industry.

According to InstaGone Consumer Products president Peter Chicarielli, "Since 1995, InstaGone has enjoyed grass roots support from RV dealers and RV owners who use the product to remove mold, mildew and water stains from hard, durable surfaces on their RVs, boats and campers. Since 2000, they've been using Quick-10 to remove coffee, wine, grease, catsup, and pet stains from carpets, upholstery and other fabric-based materials. We've been serving this loyal customer base primarily through our web site and toll-free support line, but we felt it was time to establish a strong retail presence within the RV industry."

Chicarielli considers the RV Dealer to be the cornerstone of his company's sales strategy. "The dealer has a one-on-one relationship with the RV owner, and most of the time he's already using our products in the wash down bay of his shop. Selling InstaGone and Quick-10 is now easy for RV dealers thanks to attractive retail packaging, self-shipping point of purchase displays that only require 2 feet of floor space and last but not least, fat profit margins. "RV dealers have long been our best salesmen, but now instead of sending customers to our web site, they can put our products in the customer's hands and money in the cash register," explains Chicarielli.

The RV dealer retail program was test marketed this past summer by randomly calling upon RV dealers throughout the country. "We learned two things from our test marketing," says Chicarielli. "One - RV dealers were very receptive. Two - we could not adequately serve the market by selling directly to the dealer. We needed a multi-tier distribution network ASAP."

InstaGone Consumer Products recently signed veteran RV industry manufacturer representative Lubin Sales to establish a national distribution network. "We spoke to a lot of rep firms, but something just clicked when we spoke to the Lubin team, says Chicarielli, "They knew the industry, had reasonable expectations and were familiar with InstaGone and Quick-10."

Chicarielli, a long time RV enthusiast adds that his company's increased commitment to the RV industry also includes product R&D. "We're currently developing an innovative RV maintenance product that will be introduced this spring. We can't divulge the details, but it will be a professional strength product that will be available to RV dealers and RV owners alike."

About InstaGone Consumer Products:

InstaGone Consumer Products is the manufacturer of professional strength stain removers and cleaning solutions. The company's flagship products are InstaGone Multi-Purpose Stain Remover, Quick-10 Carpet, Upholstery and Laundry Stain Remover and the InstaGone Laundry Kit - specifically designed for RV enthusiasts. InstaGone Consumer Products is a pioneer in the production of pre-measured, concentrated



cleaning solutions that are mixed with water prior to use. This product packaging concept reduces cost, minimizes storage space and minimizes plastic waste. For more information, call 1-888-425-0125 or visit <http://www.instagoneproducts.com>. Dealer and distributor inquiries, contact Lubin Sales at 813-855-8854.

About Lubin Sales:

Lubin Sales is a national manufacturer's group serving the recreational vehicle and marine industry since 1963. The company represents aftermarket distributors, dealers and OEM businesses. Headquartered in Oldsmar, Florida, Lubin Sales operates regional offices in Arizona and Michigan. For more information, call 813-855-8854 or visit <http://www.lubinsales.com>.

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