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### EISCO Announces a New Corporate Name CleanLikePros and Launches New Website

Jan 15, 2009

TOMS RIVER, N.J. January 15, 2009 — CleanLikePros, formerly known as Eastern Institutional Supply Company (EISCO) since 1962, has changed their name, logo and website look. But the same team, as it has for decades, still brings top quality professional cleaning products and equipment to both commercial and retail markets at fair value pricing.

The majority of CleanLikePros clients are businesses from institutions, hospitals, hotels, casinos, and schools. The rapid growth of their professional sports teams division led to the launch of leading products under the name ClubhouseKit™. Because of this specialty, professionals working with cleaning products and equipment, the company decided to change its name to better reflect what they do, and to gain even more attention in this market space.

The firm, based in Toms River, New Jersey, has grown rapidly with the success of Clubhouse Kit™, and the visionary efforts of Brad Singer, son of EISCO founder Howard Singer. Aside from the name change, both Singers decided they needed to reinvent their website, because the world has quickly evolved to one of digital speed when it comes to information and also ordering.

The new website, [www.CleanLikePros.com](http://www.CleanLikePros.com), represents the breadth of cleaning products and cleaning equipment used by professionals, with the ordering speed in this new digital world. But that doesn't mean that plain old telephone and in person calls are a thing of the past. The company prides itself on using the human touch, the response to any and all questions, the little things they do without your asking makes a difference and makes them different.

CleanLikePros has a talented team of sales and service representatives with the ability to fulfill and all your cleaning and cleaning equipment needs with professional strength products at fair value pricing.

CleanLikePros (formerly named EISCO) — Located in Toms River, New Jersey, the company has been committed to serving the cleaning products and cleaning equipment needs of professionals since 1962. The mission never changes: client focus, quality products, fair value pricing, accurate orders, timely shipping, earned referral, pros serving pros. The address is: 1545 Highway 9, Toms River, NJ 08755. Phone: 800 553 4726. Company contact: Howard Singer, VP Sales, [HowardSinger@CleanLikePros.com](mailto:HowardSinger@CleanLikePros.com).

Marketing/Communications — [beckercommunications](#), Short Hills, NJ. Contact: Mike Becker 973 376 6705.



We don't advertise in the traditional sense. Our best vehicle for new customers is word of mouth, Good products and service earn us referrals and even get us in the news occasionally.