

Indeck Energy University: Innovative Wood Pellet Education

LADYSMITH, WI – (November 29, 2011) – Indeck Ladysmith, LLC, the manufacturer of Indeck Energy Premium Wood Pellets, is announcing the release of Indeck Energy University. Indeck Energy University is a web-based sales training program designed to equip retailers, distributors and sales associates to better sell and profit from Indeck Energy Premium Wood Pellets.

Indeck Energy University will focus on the company's history, products and offer sales recommendations.

"Indeck Energy Premium Wood Pellets are a superior quality product," said Mike Curci, Business Development Manager and Retail Sales Consultant, Indeck Energy. "It's our belief that as a premium brand, we need to provide premium service to our retailers and customers. That is what Indeck Energy University is all about."

The training features three short narrated video lessons and accompanying multiple choice assessments.

Upon completion of Indeck Energy University, Indeck Energy will reward participating dealers with a free ton of Indeck Energy Premium Wood Pellets with their next truckload order.

"We've set ourselves apart with our high quality feedstock, our level of quality control and our product consistency," said Curci. "Indeck Energy University is the latest in our commitment to retailers."

Indeck Energy University can be accessed by retailers by visiting www.IndeckPellets.com/University.

For more information or with questions about Indeck Energy University, please contact (850) 557-7674.

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The Indeck Ladysmith BioFuel Center is owned by Indeck Ladysmith, LLC, a subsidiary of Indeck Energy Services, Inc. Indeck Energy Services is a privately held developer, owner and operator of renewable and conventional energy projects. As one of the few remaining privately held independent energy producers, it has grown into a full-service energy company that offers biofuel production and electrical generation facilities. The company was established in 1985 and is headquartered in Buffalo Grove, IL.