

## **Indeck Energy: Assisting Retailers through Difficult Times**

Ladysmith, Wis. – October 19, 2010 – Indeck Ladysmith, LLC is committed to helping retailers throughout the Great Lakes States effectively reach consumers during the upcoming wood pellet buying season.

Indeck Ladysmith, LLC, the manufacturer of Indeck Energy Premium Wood Pellets, has taken a unique approach to working with retailers in hopes of driving sales – *for the retailer*.

“Many wood pellet companies believe that as soon as a retailer’s order is filled, the job is done,” said Jeff Schultz, plant manager, Indeck Ladysmith BioFuel Center. “Indeck Energy knows that to build lasting partnerships, the filling of an order is just the beginning.”

Indeck Ladysmith, LLC and its parent company, Indeck Energy Services, Inc., have been working to provide retailers with the materials that are needed for a successful, profitable consumer buying season.

“In addition to our wood pellet fuel having higher heat content, less ash and less moisture, the full range of Indeck Energy’s experience and size is behind any retailer that makes the decision to carry our product,” said Schultz. “With 46,000 pellet appliances sold last year, we know that we need to provide support to both the largest dealers and the smallest of hometown operations.”

On Oct. 6, in preparation for this season, Indeck Energy provided all of its retailers the unique opportunity to tour its production facility and learn from its team of pellet sales and production experts.

“Allowing retailers to tour the facility shows that Indeck is dedicated to the quality of its product,” said attendee Tom Pydo of Tom’s Delivery in Winter, Wis. “It shows a real commitment to us, as retailers.”

By understanding how its product is manufactured, representatives from Indeck Energy hope that retailers will be more successful in reaching consumers.

“In addition to just allowing retailers to tour our facility, we’ve provided them with tools and instruction to really make the most of their sales opportunities,” said Mike Curci, Retail Sales Consultant and Business Development Manager, Indeck Energy. Some of those tools include a monthly newsletter distributed to retailers highlighting important-to-know issues surrounding the biomass fuel industry, as well as key points that will help in the sale of both wood pellet fuel and stoves.

Indeck Energy has also given retailers consumer brochures that provide a checklist for stove maintenance and care, promotional banners and signs to be used for retailer advertising.

If you are interested in locating an Indeck Energy Premium Wood Pellet retailer, or are interested in becoming a retailer, please visit [www.IndeckPellets.com](http://www.IndeckPellets.com).

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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.