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FOR IMMEDIATE RELEASE

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RedDot Brands Enhances Distributor Network with Strategic Partnership with Independent Medical Co-Op, Inc. (IMCO)

Exclusive line of custom roll towel dispensers, toilet tissue dispensers, and paper products give new levels of flexibility and control to distributors and end users.

Reedsburg, WI – RedDot Brands, a U.S.-based manufacturer of custom, proprietary dispenser systems, announced today that it has signed a marketing, sales, and distribution agreement with Independent Medical Co-Op, Inc. (IMCO), one of the United States' premier associations for independent medical distributors.

IMCO is a cooperative of 143 medical supply distributors that serve the physician, hospital, nursing home, home health, EMS, and industrial markets.

"RedDot Brands provides unique dispenser solutions for healthcare facilities," said Steve Dennison, IMCO's Director of Vendor Relations. "Our customers count on us to partner with quality manufacturers, and RedDot Brands is strongly positioned to bring their new line of dispenser products to the marketplace."

Andy Ahrens, Vice President and General Manager of RedDot Brands, commented that this new relationship is an important strategic agreement that will further broaden the company's distribution network, while addressing certain growing market segments.

"We are very excited to be partnering with IMCO to distribute our custom products," said Ahrens. "IMCO has a long history of world-class service and dedication to their customers. Their market focus is centered in areas where we want to gain traction and ultimately lead us to a well-established position within the healthcare industry."

IMCO notes that new agreement is a first step to bringing in-demand products to their customers through their distribution channels.

"Over the years, we have seen an increase in customer demand for custom products that reinforce brands and messaging," continued Dennison. "RedDot Brands has an extremely flexible product line and we expect them to grow alongside the point-of-care industry. They are a welcome addition to our portfolio."



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About IMCO - Since 1981, IMCO was established by partnering with key manufacturer companies and all sizes of distributors throughout North America to unite independent medical distributors. IMCO was designed to keep the independent medical distributor independent through direct relationships and total volume pricing. Its Members competitively offer the strength of a national distributor at the local level.

About RedDot Brands – RedDot Brands is a part of Hanksraft Inc., who has nearly 100 years of design and engineering excellence. Based in Reedsburg, Wisconsin, Hanksraft has produced numerous electromechanical and injection molded products, including dispenser products for leading providers. Hanksraft Inc. has a wholly-owned subsidiary in China managed by its U.S. Operations, allowing additional manufacturing capabilities with the high level of quality expected from an American company.

Dispensers from RedDot Brands are available via distribution either by purchase or lease. For additional product information or to discuss distribution opportunities, visit reddotbrands.com or call 844.788.9564.

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RedDot Brands manufactures customizable roll towel and toilet tissue dispensers for the lodging, foodservice, commercial building, manufacturing, healthcare, and education markets.