

## **ASCO founded US subsidiary**

*To achieve optimum customer support in the US and Canada, Swiss ASCO CARBON DIOXIDE LTD founded the US subsidiary ASCO CARBON DIOXIDE INC (ASCO Inc.) by July this year. The office is to operate out of Jacksonville, FL – USA, and targets to strengthen its market position in the business areas of dry ice blasting and dry ice production.*

For decades, ASCO is a most competent partner when it comes to building up an in-house dry ice production. The new local site allows North American customers to benefit from this extensive know-how even better.

Managing Director Marco Pellegrino explains why ASCO opted for the foundation of an American subsidiary: "Customer proximity is a decisive factor for long-term success in an industry and also a crucial cornerstone of the corporate culture at ASCO. We will invest mainly in the construction of an active partner network in various US regions and the densely populated Canadian provinces such as Ontario, Quebec, Nova Scotia, Alberta and British Columbia. This enables ASCO to ensure an optimal on-site customer care by dedicated, well-trained staff."

Raised in the Sunshine State Florida and well experienced in the sale of CO<sub>2</sub> products and CO<sub>2</sub> applications, fellow ASCO group member for many years Dan Gruber becomes General Manager of ASCO Inc. and takes care of the implementation of all strategic objectives. "US and Canadian customers highly profit from ASCO Inc. because a locally built and well maintained network of sales partners allows to meet individual customer requirements optimally in terms of rapid availability of CO<sub>2</sub> machinery and CO<sub>2</sub> plants. Since virtually everyone involved is in the same time zone, any overlapping due to time differences can be largely eliminated. ASCO Inc. as well as the headquarters in Romanshorn is on hand from morning to evening as a key contact that can help customers through their projects," Dan Gruber points out.

In the long term, the establishment of ASCO Inc. as a major player for all issues concerning CO<sub>2</sub> in North America is aspired. The team of ASCO Inc. and especially General Manager Dan Gruber are looking forward to all challenges of the coming years and to work with existing and newly acquired local ASCO customers.

**Captions:**

Figure 1 – The experienced sales specialist and longtime ASCO employee Dan Gruber was appointed General Manager of ASCO CARBON DIOXIDE INC.

**About ASCO**

Swiss ASCO CARBON DIOXIDE LTD is a provider of complete CO<sub>2</sub> and dry ice solutions with customers worldwide. The product range includes CO<sub>2</sub> Production and CO<sub>2</sub> Recovery Plants, ASCOJET Dry Ice Blasting Units, Dry Ice Production Machines, CO<sub>2</sub> Cylinder Filling Systems, CO<sub>2</sub> Vaporisers, CO<sub>2</sub> Storage Tanks, CO<sub>2</sub> Dosing Systems for Water Neutralisation and various other CO<sub>2</sub> and dry ice equipment. Thanks to this broad product range and more than 130 years of practical experience in the wide field of CO<sub>2</sub> and dry ice, customers benefit from individual, complete CO<sub>2</sub> solutions from a single source. Since 2007 ASCO has been part of the international industrial gas enterprise Messer Group and is its competence centre for CO<sub>2</sub>. By joining forces with the German BUSE Gastek GmbH & Co. KG, based in Bad Hönningen, in the year 2014, the expertise and product portfolio was pooled and significantly expanded. This applies in particular to the complex field of CO<sub>2</sub> recovery. [ascoco2.com](http://ascoco2.com)

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