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### **KICTeam Launches New US Website**

*Website designed to educate marketplace on equipment cleaning products*

**AUBURN, ME—November 10th, 2011 (Internal Press Release)** — KICTeam recently launched a modernized website designed to educate end-users on how to reduce maintenance cost through the use of disposables designed to clean their equipment. The revised [KICTeam website](#) provides an interface menu where users can choose from the different equipment they work with to the products used to maintain their efficiency.

Jimmy Timmins, Marketing Communications, explained, “We felt the need to create a more visual experience on our website. One that would better tell the story of how our products can save customers repair and maintenance costs, while being very simple to use. Our disposables are designed and endorsed, in many cases, for specific equipment such as [Ingenico](#), [Canon](#), [Panini](#), [Epson](#), [JCM Global](#), Burroughs, [Bixolon](#), [TransAct Technologies](#), [Seiko Instruments](#) and others. The new KICTeam website better assists the user to the correct cleaning product for their needs.”

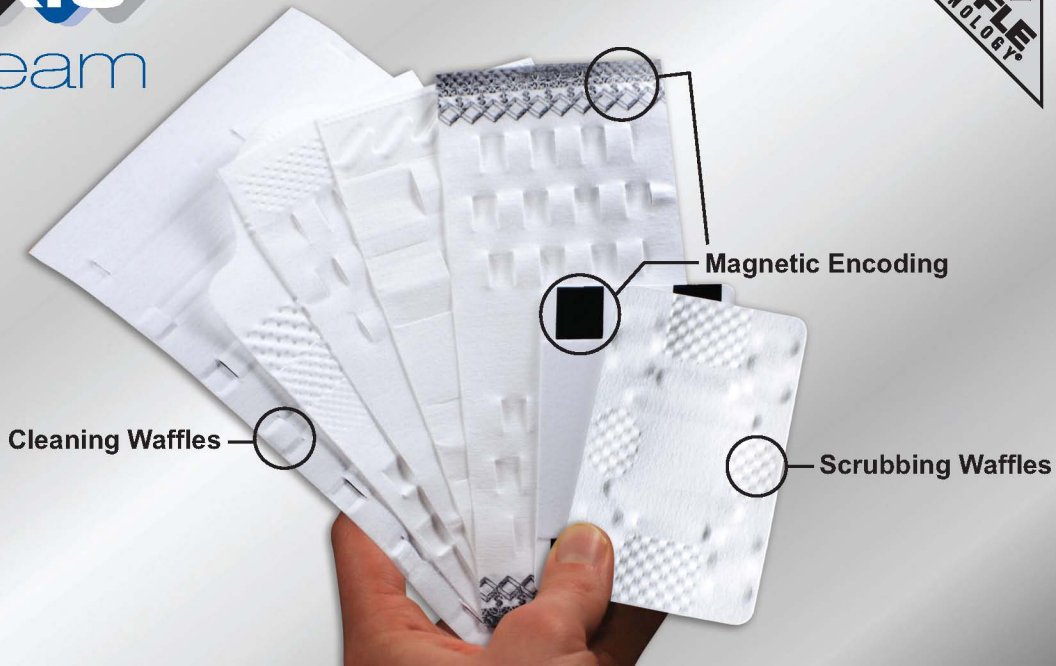
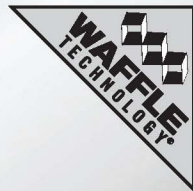
The best means of reducing the cost of ownership for any equipment is to keep it operating at peak efficiency. KICTeam’s disposables were meant to maintain that efficiency through scheduled cleaning. Their new website contains easy-to-follow “how to” videos on using the products, so the savings can be realized.

### **About KICTeam**

KICTeam is the world leader in designing and manufacturing innovative disposables that reduce maintenance and ownership costs. Headquartered in Auburn, Maine, USA, with warehousing, order fulfillment and sales offices in the [United States](#), [Canada](#), [Brasil](#), [Oceania](#), [Europe](#), and [Singapore](#). For more information, please visit [www.kicteam.com](http://www.kicteam.com).



## *Cleaning Cards*



Cleaning Waffles

Magnetic Encoding

Scrubbing Waffles