



## NEWS FOR IMMEDIATE RELEASE

**Agency Contact:**

Marc Villarreal

714.255.0700

marc@marcommassociates.com

**Company Contact:**

Jim Calkin

714.523.8050

jcalkin@ethorn.com

### **E.T. Horn Secures New Pact With ENRECO**

*Company will strengthen its health and wellness portfolio by representing organic and conventional flaxseed products from ENRECO.*

La Mirada, CA - June 16, 2008 - Continuing its campaign to meet the demand of the food industry's health and wellness movement, the E.T. Horn Company, a leading distributor, supplier, marketer, and manufacturer of specialty chemicals and ingredients, today announced that it has been selected by ENRECO, Inc. to represent and distribute its full line of flaxseed products. The company will have exclusive distribution rights in 12 western states including Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Oregon, Texas, Utah, Washington and Wyoming.

Based in Sheboygan Falls, WI, ENRECO produces a wide range of kosher products including its proprietary Sterling Choice™ smooth or traditional grind flaxseed, HiOmega™ flax oil, and Flax-It™ Nuggets. All ENRECO flax ingredients are available as either organic or conventional, and with color choices of golden or brown.

The new partnership is expected to broaden the variety of health and wellness products and increase market share within E.T. Horn's FoodTech Group.

"Once again, we are proud and poised to be working with ENRECO given their commitment to product excellence, especially in the functional food category," said Lisa Alley-Zarkades, Vice President of E.T. Horn's FoodTech Group. "ENRECO'S superior quality flaxseed ingredients are an ideal fit for our customers that are meeting consumer demand for healthier and organic end products."

With so many domestic food manufacturers requesting organics and premium components like Omega-3 to complement their conventional product lines, the supply chain can at times be uncertain, making the ingredients difficult to source.

"When we sought to expand to the western US, we looked for a top-notch organization that could satisfy demand and remedy any potential distribution problems," said Chad Boeckman, ENRECO National Sales Manager. "We surveyed the landscape, asked a lot of questions, and learned that E.T. Horn is the premier distribution partner in the West. With their strong technical sales team, accessible and willing senior management, and exceptional logistic practices, we anticipate our products will penetrate the western food industry, leading to mutual success for our organizations."

-more-

**About The E.T. Horn Company -**

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit [www.ethorn.com](http://www.ethorn.com).

**About ENRECO, Inc. -**

ENRECO, Inc. is a supplier of value-added nutritional ingredients, primarily whole and ground flaxseed ingredients, to the food and nutritional products industries.

Located near Milwaukee, Wisconsin, ENRECO ships flaxseed ingredients throughout the U.S., Canada, Europe, Asia and Latin America in bulk, pallet-load and bag quantities. Visit [www.enreco.com](http://www.enreco.com).

# # #