



ReproQuest

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Wisconsin Based Companies Form Alliance to Benefit Swine Industry

Continental Plastic Corp., Delavan Wis. and ReproQuest, Inc., Fitchburg Wis. are pleased to announce a formal agreement to form a cooperative marketing arrangement.

Under the joint agreement, both U.S. based companies have developed a collaborative marketing strategy that will allow each company the right to exclusively distribute the other's product line. Continental Plastic offers a wide range of disposables for collection, laboratory work and inseminating, while ReproQuest focuses on the development of media for semen extension and tools for laboratory applications.

"As we further our swine business at Continental Plastic, it's a real advantage to form a partnership with ReproQuest. Their expertise in technology development and laboratory procedure helps to round out Continental's product offering, which has focused on plastic disposables", says Elton Feffer, President and owner of Continental Plastic.

Swine industry producers and companies will have access to representatives who are available to answer questions, place orders or schedule on-farm consultations.

Continental Plastic and ReproQuest believe this new business relationship will offer greater benefit, service, and cutting-edge technology for all of their customers.

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If you would like more information on the new partnership between Continental Plastic and ReproQuest, or would like specific product or service information, please contact Darin Kuhlow at Continental Plastic: 262-728-4800 or Brent Gary at ReproQuest: 765-337-8693.