



N89 W14700 Patrita Drive ■ Menomonee Falls, WI 53051  
(Phone) 262.797.7180 ■ (Fax) 262.797.7190 ■ (Toll Free) 1.800.234.1460

**FOR IMMEDIATE RELEASE – 5.31.2017**

**CONTACT:**

Suzanne Kroha  
Marketing Manager  
R.J. Schinner Company, Inc.  
262.901.1912  
skroha@rjschinner.com

**RJ SCHINNER Co. Inc. announces the acquisition of Icon Distributing.**

MENOMONEE FALLS, WI – RJ Schinner Co., Inc. (RJ Schinner), a premier Re-distributor to the commercial wholesale trade has announced the acquisition of the assets of Icon Distributing based in Salt Lake City, Utah, has been completed. Icon Distributing is a leader in wholesale distribution in Salt Lake City, Utah and the surrounding areas.

Joe Goodman, previous President of Icon Distributing, as well as current employees of Icon Distributing, will be joining the RJ Schinner Team. Joe will act as General Manager, and work hand in hand with Paul Schinner, Executive Vice President, to understand the existing product mix of Icon, as well as deepen the breadth of products in Salt Lake City with items available through RJ Schinner. The warehouse will be moving to a larger location, close to the current one, in order to make available many more items to the marketplace.

Joe Goodman states, "RJ Schinner is a family-owned, independent business which understands the needs and goals of the independent distributor. Schinner's nearly incomparable growth over the past decade is indisputable proof that the Schinner business formula works, and works well for their distributor partners! We are excited to be a part of their rapidly growing team, and for the new opportunities that will result for our employees and customers! Continuing to be part of an independent, family-owned business that understands the value of personal relationships was of utmost importance in the decision to join the RJ Schinner team. I am very grateful that our full Icon staff will continue to be able to serve our customers and to help them achieve their goals as we move together into the future."

RJ Schinner, for over 65 years, has been selling non-food disposables to the commercial marketplace through distribution. With the acquisition of Icon Distributing, RJS has fourteen locations and delivers to a forty plus state area on company owned trucks. For more information about RJ Schinner visit [www.rjschinner.com](http://www.rjschinner.com)