



September 1, 2011

FOR IMMEDIATE RELEASE:

J. WHITE & ASSOCIATES TO REPRESENT BURMAX

Effective September 1, 2011, J. White & Associates is pleased to announce its partnership with Burmax, representing the company to key accounts in the Midwestern territory. Burmax, a 63-year-old family-owned company, is a proprietary source for such branded goods as Scalpmaster, FantaSea, Salon Chic and DL Pro, as well as a master distributor for virtually every brand of sundry goods in the professional beauty industry.

“We are honored to represent Burmax, a legacy line and industry leader for generations,” states Jeff White, president of J. White & Associates.

“Our firm’s strength and structure are based upon the industry’s consolidation toward ‘power distribution,’ which is our mutual focus for growing the Burmax business through our association. Partnering Burmax’s commitment to quality, service, and value with my team’s proven ability to build brands is simply a recipe for success.”



“Each member of the J. White & Associates team has long-standing, solid business and personal relationships with key distribution execs, which we feel is the ideal match for the rich history of Burmax,” explains Jay Ohlrich, MW Regional Sales Manager for Burmax. “I believe that Jeff and his team have a very unique and visionary approach to doing business, one which I feel will take Burmax’s business to the next level of success.”

J. White & Associates, based in Charlotte, NC, is a national firm specializing in placing emerging market leaders with key distribution partners. J. White & Associates supports the Common Good Foundation™. To contact J. White & Associates, call (704) 335-1502 or e-Mail sales@jwhite-assoc.com.

J. White & Associates — THE link between innovative manufacturing and targeted distribution.

2945 Hanson Drive
Charlotte, NC 28207

Tel & Fax: (704) 335-1502

jwhite-assoc.com