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**ITU, Inc. and company president receive safety honors**

(New Berlin, WI) – The Wisconsin Safety Council and the Wisconsin Department of Workforce Development announced today that it will honor ITU, Inc. with a 2010 Wisconsin Corporate Safety Award and the company's president, Jim Leef, as this year's Wisconsin Safety Hall of Fame Inductee.

ITU, headquartered in New Berlin, Wisconsin, is among 15 companies in Wisconsin to receive the Corporate Safety Award, which is now in its 17<sup>th</sup> year.

ITU's continued efforts towards injury prevention have paid off. The company set and achieved increasingly aggressive safety goals including an injury rate less than half the industry average. This led to a lower Experience Modification Rating of 0.74 and worker's compensation losses that were less than half that in 1999.

"Safety improvement is work that never ends." Jim Leef said. He describes that work as attention to detail, keeping up with technology, adjusting to evolving circumstances and adhering to safety principles.

"It is the collective efforts of everyone in the organization that makes ITU a safer and safer company, each and every day." he added.

In addition, Jim Leef will be honored for an outstanding record and commitment to safety in Wisconsin as the tenth inductee into the Wisconsin Safety Council's Wisconsin Safety Hall of Fame.

Jim Leef is the Leef family's third generation owner serving as president of ITU. From the start of the business in the Milwaukee area in 1930, the company has grown to include processing operations in Neenah, WI, South Bend, IN, Titusville, PA and Piedmont, SC. The route service network covers the eastern half of the United States and employs approximately 400 people. Jim believes that safety is everyone's job, and has successfully carried that mantra through every level of ITU's operations.

ITU and Jim Leef will be honored at an awards dinner during the 69<sup>th</sup> Annual Safety & Health Conference and Exposition to be held on May 17, 2011 at the Kalahari Resort in Wisconsin Dells.

ITU, Inc. and AbsorbTech, LLC provide sustainable solutions to industry through floor care, garment, absorbent, first aid, safety and facility service programs. ITU has over 75 years of experience and service excellence in the industrial laundry business. For more information visit [www.itu-at.com](http://www.itu-at.com).

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