

AMSTERDAM

GOJO Industries honors Liberty Enterprises business partnership with award

Liberty Enterprises, the manufacturing division of Liberty ARC, was honored for their long-standing business relationship with GOJO Industries, the maker of Purell Hand Sanitizer, with their inaugural State-Use Partner of the Year Award for 2023.

The award is given to a state-use GOJO partner to recognize their engagement, collaboration, and sales performance. For over 10 years, GOJO has been collaborating with state-use partners, or a business that provides employment opportunities to people with disabilities and sells to state-wide agencies. Liberty Enterprises was one of the companies to take part in in the collaboration.

According to Kelly Grove, the Public Sales Director for the Northeast Region at GOJO, when the company began evaluating their various state-use partners for the award Liberty Enterprises was a stand out for their ongoing and active collaboration with GOJO.

“Liberty Enterprises participates in regular business reviews, including their state-wide governing agency, New York State Industries for the Disabled, in our planning meetings, sharing their out the door GOJO sales data and engaging with their GOJO team on targeted efforts,” Grove said in a news release. “They have also embraced GOJO’s innovation over the years, and that receptiveness was also a consideration. Liberty Enterprises has also consistently looked for and has been creative in finding new growth opportunities within the state. These activities certainly defined a true partnership and hence it is only fitting that we presented the 2023 GOJO State-Use Partner of the Year Award to Liberty Enterprises.”

“It is an honor to receive this award in recognition of our employees’ hard work and dedica-



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Pictured are Liberty Enterprises, Liberty ARC, and GOJO Industries staff. Liberty Enterprises was the recipient for GOJO’s Industries State-Use Partner of the Year Award for 2023, along with Purell Hand Sanitizer products. Liberty Enterprises is a preferred source for Purell products.

tion,” said Erin Abele, Liberty ARC’s Director of Employment Services and Industrial Operations. “GOJO, the maker of Purell Hand Sanitizer, has worked for years with Liberty Enterprises, and as you can imagine during the pandemic the demand for their product saw a major increase. Our workforce graciously stepped up, added extra shifts, and we pulled out all the stops to make sure that New Yorkers had the hand sanitizer and cleaning products they needed. Post Pandemic demonstrated to be a real challenge given the glut of product out there. Through our creative thinking, product development initiatives, customer targeting, sales support and collaboration we have since witnessed not only a recovery but growth in this line of business from pre-pandemic levels. Maintaining, evolving and growing lines of business is critical to serving our mission and continuing our work to provide employment for people with disabilities.

“I was so proud to hear that GOJO wanted to honor Liberty Enterprises,” said Liberty ARC CEO Jennifer Saunders in the release. “This is a huge testament to our staff at Liberty Enterprises and our mission - ‘To empower people with disabilities through vocational and supported employment.’”