



FOR IMMEDIATE RELEASE  
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## **RUPES REINFORCES COMMITMENT TO DETAILING INDUSTRY EDUCATION AND EXCELLENCE THROUGH THE IDA**

Italian tool manufacturer rolls out new international certification policy

Longmont, CO, September 14, 2016– Further solidifying their dedication to the improvement of the detailing profession RUPES announced today a new policy in which all field sales and training representatives will be required to pass the International Detailing Associations Certified Detailer and Skills Validated exams as part of their employment. The initiative has already been put into place in the USA and RUPES plans to roll the program out globally to all its sales territories internationally.

The International Detailing Association is the leading industry association for professional detailing operators, suppliers and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade, and empowering detailing industry professionals at each stage in their career.

*“Given the synergy in our philosophies it just made perfect sense,”* says Dylan von Kleist, Marketing Manager for RUPES USA. *“As lifetime members of the IDA Founders Club with a high level of commitment to training this initiative just demonstrates how important we feel the mission of the IDA is to the detailing industry as a whole.”*

As the manufacturer of the wildly popular BigFoot Random Orbital Polishing System, RUPES has long been recognized as an organization with strong technical competency and a leading authority on all matters pertaining to automotive surface care and restoration. Members of the RUPES team have served as trainers as well as board members for the IDA while regularly contributing technical content for the IDA University educational seminar programs.

With rapid growth and expansion around the world, RUPES will continue to certify and validate the skills of all new hires through the IDA program becoming the first manufacturing organization to make such a commitment as a globally official policy.

Bob Phillips, Certification Committee Chairman for the IDA, added *“Obtaining these levels of certification is no small task. A total of 10 written exams and a pass/fail validation test conducted by a live trainer, both focused on all aspects of professional detailing. We’re excited to have RUPES committed fully to what the IDA does as they set an excellent example for the rest of the industry to follow.”*



**PRESS INQUIRIES:**

For additional information on this release or other news from RUPES USA contact the marketing department at (970)535-0100 or by email at [marketing@rupesusa.com](mailto:marketing@rupesusa.com)

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