



## Press Release

### For more information, contact:

Karmen Bernacchi  
Director of Marketing Communications  
608-339-3394, ext. 225  
[kbernacchi@allied.coop](mailto:kbernacchi@allied.coop)

Christina Johnson  
Marketing Manager  
715-687-4443  
[cjohnson@provisionpartners.coop](mailto:cjohnson@provisionpartners.coop)

### FOR IMMEDIATE RELEASE

## Allied Cooperative and ProVision Partners Cooperative Name their Merged Cooperative

**August 4, 2023** – Allied Cooperative (Adams, WI) and ProVision Partners Cooperative (Marshfield, WI) announced the upcoming merger of their cooperatives in March 2023. In a recent letter to their members, they also announced the name of their new cooperative -- ProVision Partners Cooperative, doing business as (dba) Allied Cooperative.

Believing that the co-ops already had two strong names, the Boards made the decision to forego the expense of rebranding and trademarking a new name, and instead utilize their existing names in the new company. The name ProVision Partners Cooperative will be used on legal documents. The name Allied Cooperative will be used for all marketing purposes and is the name that the public will see. “We believe this is a win-win for both cooperatives. Each cooperative’s name is represented with significant savings for our organization as a whole,” said Rob Larson, ProVision Partners Cooperative CEO who is set to take the helm of the new cooperative.

“The name Allied Cooperative has an active registration with the U.S. Trademark office and is a strong representative of who we are moving forward,” said Tim Clemens, Allied Cooperative CEO. “The word ‘Allied’ means connected or joining together by compact or treaty. It’s a definition that just fits.”

In the coming weeks the co-op will begin transitioning the logos on their facilities, vehicles, and marketing materials to reflect the Allied Cooperative brand. “Regardless of what name is on the facility or vehicle, we are moving forward as ONE cooperative. This company is owned by our members, and we look forward to growing an even stronger co-op as we join together,” said Larson.

The combined co-op will have over 600 employees and will serve customers from east to west across central Wisconsin. Cooperative business leaders estimate that the combined organization’s sales will be approximately \$570 million.

Allied Cooperative’s roots date back to 1918. Its services include agronomy, grain, LP, refined fuels, hardware, tires, auto parts, country stores and convenience stores. It currently has operations in Adams, Blair, Galesville, Mauston, Melrose, Mindoro, Necedah, Plainfield, Plover, Tomah, West Salem, and Wisconsin Rapids.

ProVision Partners’ roots date back to 1912. Its services include agronomy, feed, grain, LP, refined fuels, country stores, convenience stores, tire and service center, and lawn care. It currently has operations in Arpin, Auburndale, Black Creek, Black River Falls, Chili, Colby, Fairchild, Granton, Hixton, Humbird, Luxemburg, Manitowoc, Marshfield, Merrillan, Northfield, Pittsville, Seymour, Stratford, Unity, Warrens, and West Salem.

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