

Press Contact

For Immediate Release

Marion Van de Graaf
Tel: +33 (0)1 81 89 08 73
E-mail: marion.vandegraaf@analogway.com

Analog Way Inc. Expands Sales Rep Network

November 2015 - Analog Way Inc., a leading designer and manufacturer of high-end presentation switchers and image converters, is pleased to announce the appointment of two new representative firms. Bormann Marketing will cover the Midwest territory, while Sapphire Marketing will represent Analog Way in the North Eastern territory.

Analog Way Inc. expands its presence through two strategic representative agreements to fulfill increased customer demand across the country. **Bormann Marketing** is a professional manufacturers' rep firm specializing in high-quality, professional and commercial audio/video products. The firm will cover the Midwest territory that includes: Iowa, Illinois, Minnesota, Missouri, North Dakota, Nebraska, South Dakota, Kansas, and Wisconsin.

Sapphire Marketing is a manufacturer rep that provides progressive, integrated and reliable solutions for corporate, educational and residential applications. The company will cover North Eastern territory including: Northern New Jersey, New York, Connecticut, Rhode Island, Massachusetts, and Maine.

Both organizations have access to **Analog Way's** complete product portfolio which includes the latest and very successful generation of Presentation Switchers/Mixers based on the **LiveCore™** and **Midra™** technology platforms.

Jay Gonzalez, VP Americas at **Analog Way Inc.**, comments: *"Analog Way prides itself on outstanding customer service and knowledgeable sales teams. We are very pleased to partner with **Bormann Marketing** and **Sapphire Marketing** to increase our presence in the Midwest and North Eastern territories. Both companies' reputation as the main sales force in the territory, coupled with their synergetic existing lines, makes this an ideal match to further support our customer base."*

*"Sapphire Marketing is very proud to be representing **Analog Way**, the leading manufacturer in video signal processing. Their state-of-the-art products, and terrific customer support, make them an ideal and synergistic partner for **Sapphire Marketing** and our customers",* states Marla Suttentberg, Owner of **Sapphire Marketing**.



Bormann Marketing
T: (952) 835-9161
www.bormann.com



Technology Representatives
T: 201.476.1071
www.sapphiremarketing.com

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer specialized in computer and video signal processing and distribution. Since 1989, Analog Way develops and manufactures a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

