



January 1, 2012

## **OTIS TECHNOLOGY ANNOUNCES SOKOL ASSOCIATES AS NEWEST SALES REPRESENTATIVE GROUP**

**Lyons Falls, NY;** Otis Technology, manufacturer and industry leader in firearms cleaning systems and accessories is pleased to announce a new partnership with Sokol Associates to provide sales support for dealers, catalog customers, and distributors in the upper Midwest and Great Lakes Regions effective January 1, 2012.

Based in Oakdale, Minnesota, Sokol Associates is an award-winning sales agency that has represented premium sporting goods brands for over thirty years. The Sokol Associates team includes an active field sales staff to represent the Otis brand within the territory and will also represent Otis Technology at the store and customers' headquarter levels.

"We are excited to take our customer focus to the next level in this area of the country," says Otis' Vice President of Sales & Marketing, Len Nelson "and our partnership with Sokol Associates will allow us to best deliver the sales excellence that our customers expect from Otis. Sokol Associates' reputation for best-in-class service aligns very well with Otis' core values of quality service to all of our customers."

President of Sokol Associates, Paul Sokol commented, "We are extremely enthused with the opportunity to work with Otis Technology and their sales management team. We look forward to a long and mutually beneficial relationship."

Otis will continue to support marketing, customer service, and warranty support through their Lyons Falls, New York facility.

Otis Technology is known for manufacturing the most advanced gun cleaning systems available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with the US Military. Otis Technology is **SMART GUN CARE**.

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