



FOR IMMEDIATE RELEASE

COONHOUND
SALES + MARKETING

January 4TH, 2021

Gentec International partners with Coonhound Sales for Sporting Goods representation in Ontario, Maritimes

Gentec International is pleased to announce that effective January 1, 2021, Coonhound Sales and Marketing will represent all Sporting Goods and related products for our Ontario and Maritime retail partners.

Established in 2015, Coonhound Sales and Marketing Inc. has rapidly grown into one of Canada's leading outdoor sales agencies. "Coonhound brings an experienced team with a high level of customer service, attention to detail and staff training to the market," stated Alan Topp, Director – Sporting Goods at Gentec International. "Brandon Vergeer and Mike Larochelle will provide excellent service to retailers in Ontario and the Maritimes respectively, and we have the utmost confidence they will be the perfect partner to serve our outdoor retailers."

"We are thrilled to join the Gentec team and represent high quality, top tier products such as Zeiss Optics and Midland 2-Way radios," stated Jason Beuermann, President of Coonhound. "These are products that we all use ourselves and can talk about them with complete confidence."

For further information, please contact Alan Topp, Director of Gentec's Sporting Goods Division at atopp@gentec-intl.com.

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless, and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, Lowepro, Joby, Syrp, Safari, FeiyuTech, Midland and Zeiss. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com



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