

Phoenix Systems Announces Partnership with Holm, Hicks, White & Associates

Phoenix Systems and Holm, Hicks, White & Associates, a Canadian manufacturer representative, have entered into a partnership. Through the partnership, HHW will help promote the industry-leading automotive products Phoenix Systems provides, helping to improve the reach Phoenix Systems has in Canada.

St. George, UT May 14, 2015 -- Phoenix Systems, makers of BrakeStrip and other brake system diagnostic products and tools, and Holm, Hicks, White & Associates announce the confirmation of a partnership between the two companies to allow Holm, Hicks, White & Associates to promote Phoenix Systems products. Through this partnership, HHW will now be an official representative for Phoenix System products in Western Canada, promoting Phoenix Systems products to this specific market.

"We are excited about the opportunity to expand our target market and bring BrakeStrip and other Phoenix Systems products to this market," said Ben Leamon Martinsen VP Marketing and Operations at Phoenix Systems. "One of our biggest marketing challenges is getting enough people on the ground in the various markets we are targeting to attend tradeshow and discuss our products with the automotive professionals who need them. Now, Holm, Hicks, White & Associates can use their reach to help us with our marketing goals."

The partnership benefits both companies, as Holm, Hicks, White & Associates is now able to add another product to its extensive lineup. "For us to be successful," said Jeff Holm from Holm, Hicks, White & Associates, "we need to have the products that our contacts in the various industries we serve need. We believe that Phoenix System products meet a real need for our contacts, and we are proud to be representing such a solid brand to the automotive professionals of Western Canada."

HHW has five sales professionals on the ground in Canada who service the automotive channel specifically. Through this partnership, these sales professionals will now be marketing Phoenix Systems products to their customers, helping improve sales and the overall reach for Phoenix Systems.

About Phoenix Systems



Since 1994, Phoenix Systems has been providing those in the auto repair industry innovative solutions to help them utilize technology to provide better service to their clients. Phoenix Systems has a long list of innovative products to make automotive care professionals' jobs just a little easier. To see their popular brake care products, visit www.BrakeBleeder.com

About Holm, Hicks, White & Associates



Holm, Hicks, White & Associates (HHW) was incorporated in 1974 as Canadian Representatives calling on Canadian Customers. Since then, we have successfully covered the Western Canada Provinces of British Columbia, Alberta, Saskatchewan, Manitoba to Thunder Bay. HHW proudly represents and have long standing relationships with leading manufactures located in the United States and Canada. HHW has 5 salesmen in the territory that services the Automotive channel. HHW's goal and success is based on exceptional customer service bridging the manufacturer and customer to increase business for all parties' mutual benefit and are proud members of PWA, RVAA and SEMA. Visit <http://www.holmhickswhite.com/>.