

B-Line Tire & Auto Supply Takes On Entire Phoenix Systems Product Line

B-Line Tire & Auto Supply has picked up Phoenix Systems' entire product line in a recent sales partnership. With this agreement, B-Line will sell all Phoenix System auto care products to customers throughout Western Canada.

St. George, UT July 8, 2015 -- Phoenix Systems announces that B-Line Tire & Auto Supply has taken on the entire Phoenix Systems product line. The makers of BrakeShot, Phoenix Systems focuses on products that bring innovation to the braking safety industry. This fits well with the B-Line Tire & Auto Supply product lineup, as B-Line focuses its entire product lineup on the automotive service industry.

"We are always on the lookout for products that will serve our customers well, helping them provide better safety and performance to their own customers," said Guy Olsson, Equipment Division Manager from B-Line. "When we were approached by Phoenix Systems, we found ourselves truly impressed with quality products and innovative technology they offered. We felt that these products would be a true asset to our customers."

Phoenix Systems partners specifically with distributors and sales representatives, like B-Line, to help get their products in the hands of the service professionals who can best use them. "With the help of B-Line, we are able to extend our products to an even larger number of automotive professionals. B-Line has built a solid reputation for quality among the people in Western Canada who need Phoenix Systems products, and with this sales agreement, we can get our products in their hands through a trusted spokesperson," said Ben Leamon Martinsen VP of Marketing and Operations at Phoenix Systems.

The Phoenix Systems product lineup includes the innovative BrakeStrip brake fluid testing strip. This simple, yet effective, product gives automotive manufacturers a 60-second test they can use to identify braking system problems quickly, allowing them to better advise customers about brake fluid exchanges when they are truly needed. This helps improve the bottom line for automotive shops while also protecting drivers from brake failure.

"When we saw the innovation available through BrakeStrip, we were sold," said Olsson. "The rest of Phoenix Systems' products offer the same level of quality and service that our customers demand."

About Phoenix Systems



Phoenix Systems makes innovative products for automotive professionals with a strong focus on the braking industry. They have over a dozen patents for products they designed that brought specific innovation to the field. With products like BrakeShot and BrakeStrip, Phoenix Systems helps improve income for repair shops and performance for automobile owners. Learn more at www.brakebleeder.com.

About B-Line Tire & Auto Supply



B-Line Tire & Auto Supply is a full service tire shop and equipment supplier, has been serving the tire & automotive industry in Alberta and BC for 30 years, and has 15 fully trained sales and service reps. B-Line prides itself on providing the highest quality products and service while exceeding its customer expectations. B-Line prides itself on providing the highest quality products and service while exceeding its customer expectations. To learn more about the company and the products they carry, visit <http://www.bline.ca/>