

DNR Sales to Add Phoenix Systems Products to Product Offerings

DNR Sales has agreed to take on Phoenix Systems products in a sales partnership agreement. Through this agreement, DNR Sales will offer Phoenix Systems products to its customers throughout the upper Midwest regions.

St. George, UT August 12, 2015 -- Through a sales agreement between Phoenix Systems and DNR Sales, Phoenix Systems products will now be available to the entire DNR Sales customer base. As a result, DNR Sales will bring the Phoenix Systems line of brake care and diagnostic products to their customers throughout the upper Midwest, including Minnesota, Wisconsin, North Dakota, South Dakota and Upper Michigan.

"Our sales representatives are always looking for new products we can bring to our customers, and we are pleased with the level of quality offered through Phoenix Systems," said Jeffrey Causton, President of DNR Sales. "Our automotive service customers will find that these products to add value and improve their bottom line, and we are excited to teach them how to best profit from the opportunities afforded through the Phoenix Systems product lineup."

Phoenix Systems offers innovations in the braking industry, like their signature BrakeStrip brake fluid testing strips. These strips allow automotive service providers to give their customers a visual representation of the condition of their braking fluid. This helps them increase sales by showing customer exactly when braking fluid needs to be flushed and replaced.

"We love partnering with successful sales teams, like DNR Sales, to get work about our products into the hands of potential customers," said Ben Leamon Martinsen, VP of Marketing & Operations at Phoenix Systems. "This frees us to focus our time and attention on developing new innovations that further improve the service automotive professionals provide and the safety and effectiveness of braking systems for the end user. With this new agreement, we are able to expand our products into key communities throughout the upper Midwest."

About Phoenix Systems



Phoenix Systems develops innovative products that improve the effectiveness and safety of braking systems. The company has over a dozen patents for its unique products, and continues to add innovations to the field. Learn more about their products at www.brakebleeder.com.

About DNR Sales



DNR Sales represents manufacturers in Minnesota, Wisconsin, North Dakota and Upper Michigan. Their successful team of sales professionals work with all industries, bringing the best products to the people who know them and helping companies grow and develop through technical training and marketing events. Learn more about them at www.dnrsales.com.