

# Western States Marketing Takes on Phoenix Systems Products

*Phoenix Systems has partnered with Western States Marketing to take its products to the western United States. Through this agreement, Western Sales Marketing sales representatives will begin to offer several Phoenix Systems products to its automotive professionals contacts.*

**St. George, UT** July 22, 2015 -- Western States Marketing has agreed to add several Phoenix Systems products to its product lineup. Through this agreement, the marketing company will allow its sales reps to begin to sell Phoenix Systems products to customers and clients throughout the western states.

When asked about the agreement, Parker Stronk, Vice President of Sales for Western States Marketing, commented, "We love the innovation that Phoenix Systems brings to the automotive industry. We feel that their products are a true asset to our customers, and for that reason are confident in adding these products to the products our sales reps showcase."

Western States Marketing is a marketing firm that specializes in the automotive, tool and equipment, original equipment, heavy duty and industrial channels. The company works through sales professionals to bring industry-leading products to the market through jobbers, retailers and installers. They also serve as a communication pipeline for the manufacturer.

Phoenix Systems, the makers of products like BrakeShot and BrakeStrip, are also expressed enthusiasm about the agreement. "We are excited to expand our influence to the western United States, as well as Hawaii and Alaska," said Ben Leamon Martinsen VP of Marketing & Operations at Phoenix Systems. "By bringing our products to these areas with the help of proven sales professionals, we know that more end users will be able to benefit from what we have to offer."

## About Phoenix Systems



Phoenix Systems is dedicated to bringing innovation to the automotive industry with a focus on braking system maintenance and safety. Industry-leading products, like BrakeShot, a brake fluid-enhancing product that actually limits copper corrosion, help Phoenix Systems stand out in the industry. Learn more about their latest innovations at [www.brakebleeder.com](http://www.brakebleeder.com).

## About Western States Marketing



Western States Marketing is a team of sales professionals that focus on the automotive, tool and equipment, original equipment, heavy duty and industrial industries. By bringing the industry's leading products to the jobbers, installers and retailers who use them, Western States Marketing has built a reputation for integrity and success. Manufacturers and end users both have come to trust Western States Marketing for their skill and quality products. They serve the western states, Hawaii and Alaska. Learn more about Western States Marketing at [www.westernstatesmarketing.com](http://www.westernstatesmarketing.com).