

Entire Line of Phoenix Systems Products Taken by International Filters & Accessories

International Filters & Accessories has agreed to add the entire line of Phoenix Systems products to its product offering. Through this agreement, IFA sales professionals will now offer Phoenix Systems braking products to the company's quick lube customers across the nation.

St. George, UT August 19, 2015 -- International Filters & Accessories has just added the entire line of Phoenix Systems brake products to its product offering. With this addition, International Filters & Accessories will now offer the Phoenix System family of products to its quick lube customers across the country. This agreement will help expand the reach of Phoenix Systems products wheel also helping International Filters & Accessories better assist their target customers.

"We are excited to get the Phoenix Systems brake safety products into the hands of quick lube shops, which can greatly benefit from the chance to up sell brake system services. With the visual proof of service need available from BrakeStrip, quick lube shops will be able to up sell and improve their bottom line. We are thrilled to be part of the International Filters & Accessories company, as this company has built a solid reputation for success in the industry," said Ben Leamon Martinsen, VP of Marketing & Operations at Phoenix Systems, when asked about the new agreement.

When talking about the addition of Phoenix Systems products to their line, John Hoyt, Director of Operations at International Filter & Accessories, said, "In our efforts to offer a true one stop shop experience for our customers, we are constantly adding new product lines to our catalog. To strengthen our line of brake products, we needed to be able to provide the best and most accurate brake fluid testing method available on the market. All roads of research led us directly to Phoenix Systems and their BrakeStrip copper testing strips. Quick, simple, profitable, and trusted... a perfect product for EVERY brake fluid customer! Thank you."

Phoenix Systems makes a variety of brake system testing and maintenance products, including the BrakeStrip copper testing strips and the innovative BrakeShot brake fluid enhancer.

About Phoenix Systems



Phoenix Systems is the maker of Brake Bleeder, BrakeStrip and BrakeShot, some of the braking system industries' leading innovations. With over a dozen patents, Phoenix Systems is dedicated to bringing new technology to the field to support safer braking systems. Learn more about them at www.brakebleeder.com.

About International Filters & Accessories



International Filters & Accessories has been serving the quick lube industry since 1988. We are a wholesale provider of everything your shop needs to run smoothly and efficiently. Reduce the number of vendors you need and find out why so many stores are satisfied with our depth of inventory options and quality of available products. Visit www.internationalfilters.com for all the details.