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Sales Guys Opens New Denver Office and Showroom

Denver, Colorado—19 September 2012—Sales Guys unveiled its new Denver office and showroom today. According to Founder Marty Carrigan, the expansion enables the company to better serve retailers and brands, while also contributing to the creativity and innovation fueling Denver’s snowsports and outdoor economies.

“With our headquarters in Steamboat Springs, Colorado and our new office and showroom in Denver, Colorado, we’re more prepared than ever to support our retailers and brands,” explains Carrigan. As a full service sales, marketing, and distribution agency, Sales Guys provides specialty retailers with specialty products that offer greater margins and larger profits. For brands, Sales Guys offers a cost-effective, results-driven solution for managing sales and distribution.

“We can now meet with retailers in the morning to show product lines in Denver, head up to Summit County for an on-snow demo, and then return to town for some brews or a Nuggets game in the evening,” offers Carrigan. “Needless to say, all of our partners and friends are starting to plan visits.”

Sales Guys’ new office and showroom is located in Battery621, an up-and-coming collaborative space at the intersection of 6th Avenue and Kalamath. Battery621 is home to a range of creative media and snowsports companies, such as Wink Inc., The Public Works, and Icelantic. “We couldn’t be happier to welcome Marty Carrigan and the Sales Guys team to the Battery621 family,” offers Icelantic Founder Ben Anderson. “I think his energy, team, and product line are a perfect fit for this creative space. The amount of positive energy that is flowing through this building can only promote success and growth.”

Battery621 and The Public Works Cofounder Mike Arzt echoes, “Marty and Sales Guys are such an amazing addition to Battery621 family. In the short amount of time they have been in the building, an increase in energy has already been felt—one more fine company and crew making sure it’s really hard to tell the difference between what is work and what is play.”

Sales Guys offers retailers a portfolio of premium brands including Deeluxe (Austria), Picture-Organic-Clothing (France), High Society (Aspen, Colorado), Level (Italy), ISAORA (NYC), Anakie (Australia), DFP (Steamboat Springs, Colorado), and Blackstrap (Bend, Oregon). Battery621 will also serve as the headquarters of First Degree, a sidecountry-specific ski boot company Carrigan cofounded with Anderson. By forgoing the infrastructure and overhead associated with traditional sales models, Sales Guys is able to offer retailers substantial margins. “The average margin for the specialty products that Sales Guys represents exceeds sixty percent,” explains Carrigan. Through its international sales and distribution network, Sales Guys also aids brands in expanding overseas.

According to Marketing Manager Matthieu Perez, Deeluxe is excited to capitalize on the new Denver office and showroom. For the Austria-based company, the Sales Guys office in Denver will host many of Deeluxe’s U.S. sales meetings, product showings, workshops, and post-trade show events. “The Sales Guys business model is the best system to help us grow the brand overseas,” explains Perez. He credits this model and Sales Guys’ ongoing sales support with enabling the brand to expand into key accounts throughout the U.S. “It’s an exciting time for Sales Guys,” offers Carrigan. “Denver provides the perfect platform and home for expanding Sales Guys. We feel fortunate to work with some of the greatest brands and retailers—doing it from Denver is the icing on the cake.”

About Sales Guys, Inc.—Sales Guys, Inc. is a full-service sales, marketing, and distribution agency headquartered in Steamboat Springs, Colorado. By forgoing traditional distribution models, Sales Guys is able to offer specialty retailers a collection of specialty brands that offer unrivaled margins. For brands, Sales Guys fuels profitability and growth by providing an affordable, results-driven solution for managing sales and distribution. To learn more about Sales Guys, visit www.globalsalesguys.com