



For Immediate Release

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Orca Adds Reps to Its Award-Winning Group

Four new firms and expanded territories enhance retailer service and support

CAMARILLO, CALIF., May 8, 2018 (MEDIAWIRE) – Orca Design and Manufacturing announced it has brought on several new sales representative firms through the first quarter. The additions affect 19 states throughout the United States and significantly increase the number of sales professionals available to service Orca retailers in those areas.

Out west, Reil and Associates, run by partners Kevin and Scott Reil, covers retailers in Montana, Eastern Idaho, Wyoming, Utah and Colorado. Paragon Sales and Marketing has expanded its territory from Southern California to encompass Arizona and New Mexico.

In the east, North Carolina's Tech Marketing takes care of retail outlets throughout South Carolina, Tennessee, Mississippi, Alabama and Georgia in addition to its home state. High Point Sales represents Orca brands in Indiana, West Virginia, Ohio, Kentucky and western Pennsylvania. And Trent Partners, run by founder Stephen Trentacoste and President Frank Lombardo, manage Orca brands in metro New York.

"Our goal over the first quarter was to provide a higher level of service to our retailers," said Nalaka Adikari, sales director for Orca. "As a result of these additions, we've increased our on-the-street sales representation from 38 individuals to more than 60. Feedback we've gotten from the field tells us we made the right decisions with the rep firms we chose as partners."

The four new firms join an award-winning group. Several members were recognized by Orca at the company's annual awards dinner during the Consumer Electronics Show. Midwest Sales Group, run by Principal Steve Fahlmark, received Most Improved Territory honors for its performance in 2017. Opus Marketing Group, covering the Mid-Atlantic states, took home the Rep Firm of the Year trophy for the Illusion Audio brand.

Two rep firms doubled up on awards. Texas' Marketing Pros received honors as Rep Firm of the Year for the Gladen Mosconi brand, as well as the Orca Rep of the Year award for best overall performance. And Paragon Sales and Marketing was awarded Rep Firm of the Year for the Focal brand, plus the second annual Bill McKinley award, recognizing the rep firm that was most active and productive in supporting the company's brands throughout CES.

"We are extremely proud of, and grateful for, the partnerships we have with our rep firms," added Adikari. So far, 2018 has presented its challenges and we continue to meet them with high-performance products and elite sales representation."

About Orca Design and Manufacturing

Based in Southern California, Orca acts as importer/distributor, designer and manufacturer for a variety of notable brands. We are the sole U.S. distributor for Focal mobile audio, and import speakers by Gladen Audio of Germany and Italian-made Mosconi amplifiers. In addition, we design quality products under the Illusion Audio brand, and offer Blackhole damping materials and Raven pure ribbon tweeters for home and mobile installations alike. For more information, visit our website at orcadesign.com.

Image: [ORCA Reps at 2018 Awards Dinner](#)

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