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SI-TEX MARINE ELECTRONICS NAMES COAST MARINE MARKETING EXCLUSIVE SALES ORGANIZATION FOR WEST COAST

Top Sales Group Has Decades of Experience, Plans for Growing Sales of SI-TEX and Koden Marine Electronics in Both Recreational and Commercial Sectors

(April 1, 2016) — SI-TEX Marine Electronics today announced the hiring of Coast Marine Marketing, LLC to handle all sales for the SI-TEX and Koden brands for the West Coast of North America. Steve Burdett, Managing Member of Coast Marine Marketing, will be primarily responsible for the SI-TEX/Koden business, and will use his 30-plus years of experience in the marine electronics industry to increase West Coast sales for both brands.



Steve Burdett, Coast Marine Marketing

“We are thrilled to be working with Coast Marine Marketing and to have Steve Burdett representing our brands across all segments of the marine electronics industry,” said Ted Bodtmann, President of Long Island, New York-based SI-TEX Marine Electronics. “Steve’s excellent reputation and vast experience in both the recreational and commercial segments of the boating industry will serve us well, as we look to expand our presence and grow both of our brands moving forward,” Bodtmann added.

Burdett’s wealth of experience includes both marketing and technical sales of marine electronics, instrumentation and safety products to dealers, distributors, boat builders and consumers throughout the West Coast of the U.S., Canada and Mexico. His knowledge of retail, OEM and wholesale sales channels, together with industry relationships built up over three decades, make Burdett an ideal choice to take SI-TEX Marine Electronics sales to new levels across this expansive and important territory.

Ben Bettelli, Northwest Regional Sales Manager for Coast Marine Marketing, will also play a key role on the SI-TEX Marine Electronics sales team. Bettelli will be responsible for covering the important regions of Oregon, Washington and British Columbia. He has an excellent reputation with significant experience in technical sales and training within the territory.

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The SI-TEX brand includes a full line of marine electronics for recreational and light commercial vessels, including radar, autopilots, GPS/Chartplotters, fishfinders, AIS, VHF radio, digital instruments, GPS Compasses and more. The SI-TEX name is recognized around the world for rugged construction, reliable performance and professional-grade features at a reasonable cost.

The Koden brand offers professional mariners and fishermen state-of-the-art equipment, including radar, sonar, DGPS/GPS Navigation, satellite compasses, AIS and more. The Koden line includes a variety of IMO-Wheelmarked products for commercial vessels that require certified equipment.

For more information about the complete product offerings of SI-TEX and Koden brand marine electronics for North America, contact SI-TEX Marine Electronics headquarters at (631) 996-2690 or visit the company's comprehensive website at www.si-tex.com.

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