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SOG® partners with Dunkin-Lewis Group

Sales representation increased in 12 Midwest states

LYNNWOOD, WA. – SOG Specialty Knives & Tools announced today that the Dunkin-Lewis Group is assuming sales representation duties in a dozen states, primarily in the Midwest portion of the U.S.

Founded in 1956, the Dunkin-Lewis Group focuses on consumer sporting goods and law enforcement outlets. The sales force is comprised of veteran manufacturer's representatives with extensive backgrounds in all levels of sales including distributor, retail and manufacturing. Headquarters are in Birmingham, Alabama.

The states now being served by Dunkin-Lewis on behalf of SOG are Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

"We expect our relationship with Dunkin-Lewis to benefit all involved – especially consumers and retailers," said Nando Zucchi, Vice President of Sales and Marketing for SOG. "Dunkin-Lewis comes on board during a period of market growth for us, and we expect their efforts will propel us even further."

Duane Collins, president of Dunkin-Lewis, said his company sees plenty of potential in the partnership with one of the country's leading knife manufacturers.

"We eager to expand SOG's presence and spearhead growth in the 12 states we're responsible for," said Collins. "We've long admired SOG's impressive array of knives and multi-tools and we're honored to now work with them."

About SOG: Taking its name from an elite Special Forces military group from the Vietnam era – the Studies and Observation Group – SOG was founded in 1986 by designer and toolmaker Spencer Frazer. SOG has gone on to produce the favorite models of specialty knives and tools used by the military, law enforcement, industrial tradesmen and outdoor enthusiasts. SOG's award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.