



Media Contact: Matt Crawford
Pale Morning Media
matt@palemorning.com
802.583.6069

SOG® deepens relationship with Tim Bailey & Associates, Inc. *Sales representation increased in seven states*

LYNNWOOD, WA. – SOG Specialty Knives & Tools announced today that Tim Bailey & Associates, Inc. will take over sales representation duties in seven additional states in the western U.S. An award-winning agency with headquarters in California, Tim Bailey & Associates, Inc. has successfully been working with SOG in the Pacific Northwest, Canada, and Hawaii since 2012.

The new states now being served by Tim Bailey & Associates, Inc. are Arizona, California, Colorado, Nevada, New Mexico, Utah and Wyoming.

“Tim Bailey and Associates has a proven track record of providing an enhanced level of service and attention to retailers, particularly specialty retailers,” said Nando Zucchi, Vice President of Sales and Marketing for SOG. “They have been at our side during a period of recent growth, and it makes perfect sense to bring them on to spearhead enhanced sales efforts in these territories.”

Founded in 1973, Tim Bailey & Associates, Inc. focuses on both sporting goods and law enforcement outlets. The sales force is comprised of manufacturer’s representatives with extensive backgrounds in all levels of sales including distributor, retail and manufacturing.

“Their experience and familiarity with the spaces we’re selling knives in makes them a key partner for us,” said Patrick Carland, SOG’s Director of National Sales. “We’re confident our retail outlets will be expertly served by Tim Bailey & Associates.

Tim Bailey said his company is honored to be awarded additional sales territory.

“We eagerly accept the opportunities and challenges of continued sales growth of the SOG brand within our area of responsibility,” said Bailey.

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 diverse range of award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.