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SLUNG! AND PHALANX SIGN EXCLUSIVE DISTRIBUTION CONTRACT

Slung Suspended Systems Corp., a custom crafter of high end, top hung doors and moveable wall systems, announced today their long-term, worldwide, exclusive distribution agreement with Phalanx Distribution Corp. Under the terms of the agreement Phalanx will develop a qualified network of over 300 Registered Agents to be supported by Installation Partners throughout North America. Phalanx will also oversee all Slung! marketing, advertising, communications and sales administration functions.

“Slung Suspended Systems have been developed over five years and installed in BC for the past three years. The line descends from two generations of installation experience and benefits from the addition of very high levels of industrial design,” says President Brad Ewing. “The missing ingredient was Phalanx Distribution’s ability to reach, capture and service an expanding, yet discerning market. That gives Slung! the opportunity to perfect what it does best; design and build custom moveable glass wall systems unparalleled in field of architectural doors today.”

In launching the Slung! line, Phalanx has the opportunity to build upon several areas of uniqueness, which in turn our Registered Agency channel can leverage to their benefit.

- The Slung! product line satisfies a clear, specific and demonstrated market with no direct competitor in it’s specialized area.
- The distribution model is unique and aggressive allowing for rapid growth and industry penetration.
- The management available to Phalanx and Slung! represents an unusually capable combination of experienced executives with uncommon core strengths in the areas of design, marketing, communications and channel distribution.

General Manager of Phalanx, Dal Brickenden feels they are up to the challenge. “Slung! meets so many long-term trends that it offers one of the most practical, and viable opportunities, with the highest potential for worldwide markets with which I have ever been associated. At Phalanx, our team is excited and energized to realize the full and long term potential of the Slung! brand.”

Phalanx Distribution for more information phone 604-434-9402 or e-mail info@PhalanxDistribution.com

For further information on Slung! Suspended Systems, e-mail info@SlungDoor.com or visit www.SlungDoor.com

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