

NEWS RELEASE
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Deflecto Restructure Leads Changing Markets
Company Sparks Global Growth Through Customer-Focused Solutions

INDIANAPOLIS, IN – Emerging trends in technology shape the way companies and consumers use and look for products. Indianapolis-based Deflecto, LLC—a global leader in solutions for the office workspace, art, crafts, and education markets—builds on its history of cross-industry innovation in its newest evolution designed to serve rapidly changing markets. Deflecto’s recent restructuring enables the company to bring the right solutions to market more quickly by enhancing already strong customer communication and capitalizing on technological trends to facilitate growth and creativity.

Staying in the Forefront of Service and Solutions

“Shifting technology trends absolutely impact our resellers’ decisions,” said Deflecto’s Director of Sales Chris Grow, who leads new internal teams focused on the ways Deflecto products provide customer-focused solutions required by changing workplaces. The company’s analysis suggests that shifting demographics and market conditions are poised to impact the structure of the office products and facilities management markets, as well as the art, craft, and education industries. “Our goal is to keep Deflecto on the cutting edge of product innovation and customer service,” Grow said, “and to position the company for the future of these rapidly changing applications.”

To proactively provide better service, facilitate the new ways the industry is going to market, and to meet the needs of a broader range of customers, Deflecto enacted internal

and external restructuring designed to keep the company in its position of global leadership. As part of this restructuring, Deflecto hired Kenneth Smith as its new Vice President of Sales. “Deflecto’s commitment to innovation and drive to exceed customer expectations impressed me,” Smith said, “I joined the company because of Deflecto’s willingness to seize opportunities and to look for ways to provide exciting solutions that go beyond basic products and services.”

New Partnerships Build Success

Smith takes leadership of a new sales force that prioritizes innovation and the use of technology to gain insight into rapid market changes. Deflecto partnered with Unified Sales Associates of Dallas, TX and Midwest Resource Group located in the Chicago market—sales groups known for their cutting-edge technology and ties to a broad customer base—to aggressively track emerging trends and keep the company in close communication with the wide range of demographics it serves. Smith explains, “Having the right partners is key to our success. Our world class rep groups help us understand our customers—both their needs and the best ways to reach them with solutions—and give us the means to keep our core value of customer service current and effective as we bring those solutions to market.”

For more than 50 years, Indianapolis-based Deflecto has maintained global leadership in customer-focused solutions by taking advantage of opportunities to leverage its expertise across industries. With decades of experience in facilities and office solution markets, Deflecto is a leading manufacturer and distributor of products ranging from chairmats and air distribution components to display and organization solutions with a wide variety of applications.

Find out more about the innovative new products that keep Deflecto in the forefront of customer-focused business, office, art, crafts, and education solutions by visiting www.deflecto.com.