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RENKUS-HEINZ APPOINTS ONLINE MARKETING AS REPRESENTATIVE IN MIDWEST STATES

FOOTHILL RANCH, CA – Renkus-Heinz, Inc. has appointed Online Marketing, based in Wadsworth, Ohio, as its representative for Ohio, Indiana, Kentucky, Western Pennsylvania and West Virginia. Online CRM will handle the state of Michigan.

“Online Marketing has built a strong line card, a loyal dealer network and a reputation for both excellent technical support and innovation with client services like EZBinder, the first web-based product binder in our industry,” said Renkus-Heinz National Sales Manager David Rahn, who announced the appointment. “As our business continues to grow, the contributions of our rep network become more significant each year. We’re fortunate to have added Online Marketing and Online CRM to a sales team that I believe is the best in our business.”

“Online Marketing is very proud to be associated with Renkus-Heinz,” said Mike Wuellner, a Principal of the firm. “This is a company that offers all the right things: breakthrough technology, flexible and reliable solutions, strong customer service, accessible technical support, dependable delivery and a distribution philosophy that supports long term relationships. It’s a great fit for our company and a very strong offering for the markets we serve.”

Online Marketing and Online CRM have served the AV integration, commercial installation and pro audio retail industries throughout Ohio, Michigan, Indiana, Kentucky, Western Pennsylvania and West Virginia since 1989. In 2005, Online and Cordial/Riley Marketing merged to form Online CRM in Michigan. In addition to its 7 field sales representatives and four regional offices, Online supports dealers with 7 inside support people, online training and with a dedicated technical specialist who assists in site surveys, system specifications and EASE drawings. “Our emphasis on customer service, technical knowledge and education has helped us earn 68 sales achievement awards and 23 Rep of the Year awards,” Wuellner points out. The firm represents many leading brands and generated sales in excess of \$25 million last year.

“Online has a proven track record of successfully growing loudspeaker brands in their region,” says David Rahn. “With our current growth track, we are excited about the potential of this new partnership.”

Headquartered in Foothill Ranch, California, Renkus-Heinz is the worldwide leader in the design and manufacture of audio operations networks, digitally steerable arrays, powered and non-powered loudspeakers, system specific electronics and fully integrated Reference Point Array systems.

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