Coastar Marketing, Inc. to assist with SI-TEX sales for Key Areas of Southeast U.S.

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SI-TEX Marine Electronics of Riverhead, New York recently signed an agreement with manufacturers representative Coastar Marketing, Inc. to handle sales for the company’s full line of marine electronics products in several key regions of the Southeast U.S.

Based in Orange Park, Florida, Coastar Marketing specializes in the marine electronics business, and has the industry knowledge, contacts and experience to take SI-TEX sales to new levels in this key boating region. Coastar will handle SI-TEX sales for Florida east of the Suwannee River, as well as the entire states of Georgia and South Carolina. It will also handle sales of SI-TEX’s Koden product line for the region’s robust commercial marine market.

Agency personnel Brad Good, Rob Solomon and Randy Morris have more than 75 years of combined experience encompassing all aspects of the marine electronics and boating industry, including manufacturing, retail, technical support, product development and more. This broad-based experience gives Coastar a unique perspective on the industry that allows it to better meet the needs of manufacturers and dealers alike.

“This region of the country is extremely important for us, on both the commercial and recreational sides of the market,” said Allen Schneider, VP/Sales for SI-TEX Marine Electronics. “The Southeast U.S. market offers significant growth potential for SI-TEX, especially in light of the many new products we’ve introduced recently. We need the right kind of people to represent SI-TEX to dealers and help us penetrate the market with our entire product line. The principals at Coastar Marketing are known and respected in the Southeast and across the entire industry. We’re confident they can help us reach our sales goals,” added Schneider.

SI-TEX recently released its latest full-line catalog, featuring a range of new-for-2013 products
including the SNS700/1100 Series Multifunction Navigators, SVS-750 Sounder/Chartplotter, SRS-100 Autopilot Remote, CDK-11 Electronic Compass, SAILOR 6216 VHF DSC Class D radio, and more. SI-TEX offers a complete line of marine electronics for recreational and light commercial vessels, including professional grade echosounders, radar systems, autopilots, chartplotters, AIS, heading sensors, digital displays and communications.