

Symetrix Names Bormann Marketing U.S. Rep Of The Year

Written by Frank Hammel
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SEATTLE — Symetrix recently named Bormann Marketing as its U.S. Rep of the Year for fiscal year 2012. Bormann Marketing has been representing Symetrix in the ND, SD, MN, WI and northern Illinois for the past year-and-a-half. More details from Symetrix (www.symetrix.co) :

The award is an even more noteworthy accomplishment “given the particularly talented rep force that we currently have,” in the words of Tim Murray, director of sales in the U.S. & Canada for Symetrix. In addition to the Integrator Series of application specific installed system DSP, the Jupiter series of app based turn-key DSP, and the powerful Dante network audio SymNet Edge & Radius DSP, Bormann cited strong sales of the SymNet Solus standalone fixed I/O DSP as key ingredients in the past year’s success.

“Company Principal, Jon Bormann and his team form a very professional, talented organization,” said Murray. “They epitomize all of the characteristics of a successful independent manufacturer’s representative. Not only do they consistently meet and exceed sales goals, they have a strong infrastructure, they make it a point to learn and master the technologies and products, and of course, they have excellent rapport and relationships with their/our customers, as well as with personnel here at Symetrix. We are quite pleased to be working with Bormann Marketing and look forward to more growth and success together in the coming year.”

“We make it a priority to keep on top of the technology so that we can confidently assist in trainings and system design,” said Bormann. “And of course Symetrix is rapidly bringing innovative, new products to market that perfectly meet the needs of our clients. Thus, we have a great synergy with Symetrix. In the past year, the SymNet Solus processor was especially popular, owing in equal parts to its flexible open-architecture DSP, transparent sound quality, and fiercely competitive price-point.”