

Casual Living®

VOICE OF THE LEISURE MARKET PLACE

Pride expands sales rep force

PRIDE FAMILY Brands has added Doug Becht and Bill Heckman to its line up of independent sales representatives. The aluminum casual furniture source met with the new reps and its entire sales staff prior to the Preview Show at the company's permanent showroom in Chicago's Merchandise Mart.

Becht will represent Pride Family Brands to specialty retailers in Illinois and Wisconsin. A 20-year veteran of the casual industry, Becht began his career in 1988 by working for a representative firm owned by his father.

Heckman of William Heckman Associates will represent Pride Family Brands to specialty retailers within Arizona, New Mexico and Southern Nevada. Heckman has been in the casual furniture industry for 25 years.

"We are proud of our entire representative team," said Rory Rehmert, vice president of sales and marketing. "We are confident that with the addition of Doug and Bill, our product will be well-represented in the respective territories and our retailers will have a dedicated voice within our company."

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