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For Immediate Release

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## **Fleetline Launches New Product Displays**

Springfield, TN (February 17, 2015)

Fleetline is pleased to announce the launch of new Point of Purchase displays. The new displays are designed to capture the buyer's attention and showcase the craftsmanship of Fleetline products. They will feature stainless steel and polyethylene quarter fenders, mud flap hanger brackets and a tandem fender sample.

The old Fleetline product displays were large and required significant show room space. The new displays were designed with a streamlined approach and resulted in displays with a smaller footprint measuring 60"H x 36"W x 24"D as well as enhanced graphics.

"Assisting our customers in reaching their sales goals is one of our main objectives for 2015" said Barry Stiles, President of Fleetline. "Given that 70% of purchase decisions are made in the store, displays are a vital and effective marketing tool. Our new displays will do a remarkable job of showcasing our products and motivating customers to make a purchase."

Fleetline is the Spray Suppression Leader in the USA. With a full line of products to fit all major manufacturers' trucks and trailers, you can count on Fleetline for unparalleled quality and exceptional value. Fleetline is a Marmon Highway Technologies LLC/Berkshire Hathaway company.

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If you would like more information about this topic contact Barry Stiles, President at (615) 382-6123 or [bstiles@fleetlineproducts.com](mailto:bstiles@fleetlineproducts.com).

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