

Growing Fence Hook Manufacturer Signs New Sales Representative for the Pool and Spa Industry

MIDE Products LLC, manufacturer of high quality aluminum fence hooks, recently signed an agreement with Dennis Chapman & Associates to represent the product line in Florida and the Southeast. This partnership gives MIDE Products increased exposure to Pool and Spa dealers, distributors and the consumer.

Elkhart, IN ([PRWEB](#)) May 11, 2012 -- During an economic downturn, it is easier to find businesses that are struggling to survive than to find ones that are growing. [MIDE Products](#) happens to be one of the latter. In fact, the company started in 2009 during the worst business climate in years. “Everyone thought we were crazy to start a business in a bad economy” co-owner Debbie Rhoda recalls and continued on to say “if we can grow the business now, imagine what we can do when the economy recovers”. Strategic partnerships have played a large role in the companies’ ability to more than double sales in each of the last three years.

MIDE Products manufactures a complete line of powder-coated aluminum fence hooks available for homeowners to use on most pool fences, backyard fences and deck railings. The first product developed was the [Pool Accessory Hook](#), which has quickly become the best alternative to other pool hose and brush hangers on the market. Because of that, the company has geared a majority of its sales and marketing efforts toward the pool and spa marketplace. In 2010, both Hydroqual Corporation in Garden City, New York and DK Sales in Irvine, California were enlisted to represent the product line in the Northeast and Southwest respectively.

The most recent partnership is with Dennis Chapman & Associates based in Alpharetta, Georgia. According to Ms. Rhoda “Dennis and his group will give us a presence in Florida and the Southeastern states that we have been lacking. It’s a huge market for us”. Dennis Chapman has been involved in the swimming pool and spa industry for almost 40 years and served in many high level corporate positions with major pool and spa manufacturers prior to starting Dennis Chapman & Associates. When asked about the partnership, Mr. Chapman stated “I approached MIDE Products, to be a part of their sales team, because there is not a classier company to work with and their offering of a specialized hook for pool and spa accessories is second to none”.

[MIDE Products, LLC](#) was founded in 2009 in order to fill a niche in the fence/outdoor living market. That niche - provide consumers quality, long lasting, weather resistant and easy to use products. The standout feature of these products is that absolutely no tools or fasteners are required. This allows anyone to easily install or relocate the hooks, while not leaving any holes or damaging the fence in any way. MIDE Products currently has four unique products: Pool Accessory Hooks, Flower Box Holders, Corner Shelves and a Pet Dish Holder. All of these products are manufactured in the United States at their facility in Elkhart, Indiana and carry a lifetime warranty.

For more information about MIDE Products and their line on products, visit <http://www.mideproducts.com/> or call 1-888-243-7019.

For more information about Dennis Chapman & Associates, visit <http://www.dennis-chapman.com/>

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