



Frey Gaede

Trusted Solutions for the Workplace

FOR IMMEDIATE RELEASE
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Contact: John Thompson
Cell: 770-630-0548

Cincinnati, OH – Manufacturers' representatives firm Frey Gaede is pleased to announce that Vic Maffe will join the company effective December 1, 2017. Vic will assume the new role of Director of Furniture and will have territory responsibility for Central and South Florida.

Vic has spent the past 17 years as Vice President of Marketing and Supplier Relations at Workplace Furnishings. Prior to WPF, Vic was the Furniture Merchandise Manager at SP Richards. At Workplace Furnishings, Vic was instrumental in sourcing furniture manufacturers and managing supplier relationships. He was also responsible for training WPF dealer members on how to increase their sales and profits by leveraging the strategic relationship with the manufacturing partners. In addition, Vic developed and implemented marketing tools designed to enhance the furniture sales within the WPF dealer group.

Vic will use his extensive furniture background to focus his efforts on Contract and Midmarket Furniture dealers. As Director of Furniture, he will also be involved in collaborating with our Furniture Manufacturers to maximize penetration and growth in this important segment.

Vic and his wife Anna, reside in Cape Coral, FL. His contact information is below. Please forward to the appropriate people or departments, to ensure his information is added to email and sample distribution lists.

We are energized and excited to add someone of Vic's experience and talent to our Frey Gaede team!

Address: 1324 NW 16th Place, Cape Coral, FL 33993

Email: vic.maffe@FG1948.com

Mobile: 770-845-2180