



Frey
Gaede
Trusted Solutions for the Workplace

NEWS RELEASE

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FREY GAEDE & COMPANY CONSOLIDATES BRAND NAME

As of January 23, Frey Gaede & Company has consolidated Blazer Brusa SALES under the Frey Gaede name. There will not be any changes in management or personnel, simply the branding of both companies under one name. The email suffix for all personnel will be simplified to **@FG1948.com**.

The business was founded in 1948, by Arthur Frey. Art's son John joined in the 60's, then Jim Gaede in the 70's, John Frey Jr. in the 80's and Todd Gaede in the 90's.

In 2001 they partnered with Gary Brusa, a Fellowes Regional Sales Manager, and Frey Gaede Brusa (FGB) was formed. FGB expanded the company's coverage to include thirteen states in the central part of the country. The following year, 2002, FGB acquired George Smith & Associates in Dallas, TX. In 2009, FGB acquired Blazer Associates, expanding the company coverage model to the seven southeastern states. The Frey Gaede Brusa entity name was changed to Blazer Brusa SALES. In 2014, Tri-Gold Associates of Atlanta, GA was acquired to deepen the coverage and penetration in the southeast.

Frey Gaede & Company has four owners; Jim Gaede, John Frey Jr., Todd Gaede and Gary Brusa. They are one of the largest manufacturing rep organizations in the country with twenty-six representatives covering twenty-five states. The consolidation of branding into Frey Gaede & Company corresponds with the company's 69th year in business.