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Region 1

Massachusetts, Maine, New Hampshire,
Vermont, Rhode Island, and Connecticut

Butkevich Associates LLC

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2 N. Main Street
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Region 2

Upstate New York

J A Travers & Associates

Jon Travers
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Region 3

New York City, Metro

B.S.E. Marketing (NY)

Jennifer Conlon
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New Hyde Park, NY 11040
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F: 516-694-1234
Email: jenniferc@bsemarketing.com

Region 4

Pennsylvania (Except west of State College and
Pittsburg) New Jersey (Trenton and South)

B.S.E. Keystone

Dan Pino Email: bsekeystonechef@bsemarketing.com
Ed Soehngen Email: chefedward@bsemarketing.com
500 New Broadway
Brooklawn, NJ 08030
T: 800-242-9095



Region 5

Washington D.C., Delaware, and Maryland

ASM Market First

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F: 301-638-5516
Email: jimd@asm-marketfirst.com

Region 6

Michigan and Indiana

HRI Inc.

Rob Reilly
20515 Stephens
St. Clair Shores, MI 48080
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Email: sales@hri-inc.com

Region 7

Kentucky, Ohio, Western Pennsylvania,
and West Virginia

DSA Reps

Brad Blackburn
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Region 11

North Carolina and South Carolina

Mark A. Lee Associates

Mark Lee
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Cornelius, NC 28031
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Region 12

Georgia, Tennessee, and Alabama

The Hansen Group

Russ Griffis
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Duluth, GA 30096
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Region 13

Florida

Florida Reps

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E-mail: info@flreps.com

Region 14

Mississippi, Arkansas, and Louisiana

Contact Factory

Paul Bedi
T: 909-865-2229
F: 909-868-0777
Email: sales@cooltecrefrigeration.com

Region 15

Oklahoma and Texas (excluding El Paso)

Contact Factory

Paul Bedi
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Region 16

Eastern Nebraska, Kansas, Missouri, and Iowa
and Southern Illinois

Contact Factory

Jon San Juan (Sales Manager)
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C: 909-538-9014
F: 909-868-0777
Email: jsanjuan@cooltecrefrigeration.com



Region 17

Northern Illinois,
and Chicago

Cassidy's ProLine

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C: 630-400-9147
F: 630-628-3529
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Region 18

Wisconsin

Cassidy's ProLine

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C: 630-400-4310
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Region 19

North Dakota, South Dakota,
and Minnesota

Contact Factory

Jon San Juan (Sales Manager)
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Region 20

Colorado, Utah, Montana, Wyoming
and Idaho

Desert Peak Marketing

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Region 21

Arizona, New Mexico, and
El Paso, TX

Desert Peak Marketing

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Region 22

Southern California and
Clark County, NV

Contact Factory

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Region 24

Northern California, (North of Kern County
Line) and Nevada (excluding Clark, Nye and
Lincoln Counties)

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Region 25

Washington, Oregon, and Alaska

Desert Peak Marketing

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International Sales**Contact Factory**

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