



DWIGHT FRITZLER

Vortex Canada Sales Agent

British Columbia and Alberta

Prior to joining the **Vortex Canada** team a year ago, I was on the other side of the counter in outdoor retail for over 25 years. Along with my wife, Bonnie, I developed **Wholesale Sports** stores in Grande Prairie, Nanaimo and Edmonton for about a year. From the late 80's-2008 I built, co-owned, operated and managed Wholesale Sports stores in Lethbridge and Kamloops. Prior to that, I co-owned and managed **Hoyt's Sporting Goods** in Lethbridge.

Since selling our business to **UFA** in 2008, I wanted to get back into the industry. Thanks to my friend and previous Swarovski, now Vortex agent, **Werner Schmalz** and Vortex Canada owner, **Paul Grant**, I was given this opportunity. Not only to return to this addictive and exciting industry, but with a category of products that I have always been interested in and passionate about.

What better way to come back than to be able to develop strong business relationships with store owners and staff while representing and selling Vortex optics: the "best bang for the buck" in the industry. Not only are Vortex products good value and quality, but their mandate is to offer an incredibly high level of customer service, cutting edge technology, and have it all backed by the best warranty in the business.

In sharing Vortex Canada's philosophy, my goals are to be well versed in product knowledge and availability to better assist and educate owners and staff alike, while providing excellent service and timely communication. All the while offering them my knowledge, gained in 25+ years of experience, and helping them succeed and flourish in the world of optics and outdoor retail today.

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CANADA**
the force of optics

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