



WERNER SCHMALZ

Vortex Canada Sales Agent

BC Lower Mainland and Vancouver Island

For the past 43 years I have been involved in selling optics.

I started working for **Leica** in Germany, moving to Canada with their Canadian Agency. From 2000 through 2008 I was the Canadian **Swarovski Optik** importer and distributor under **Kindermann Canada Inc.**

Although I enjoyed selling photographic gear, my focus switched to sports optics in early 1981. At the end of 2008 I “retired” and sold **Kindermann Canada Inc.**

Selling and traveling having been my forte for so many years, I approached **Paul Grant**, owner of **Vortex Canada**, and took on representing this emerging brand in BC and Alberta at the start of 2009.

Vortex products are of great quality and endurance, offering excellent value for the buck spent. These attributes, combined with Vortex’s strong customer service, made it easy for me to establish the brand name in Western Canada and help build it to the level of popularity it deserves. During the last three years Vortex introduced an array of riflescopes to satisfy the most demanding hunters and target shooters, easily competing with established names in the industry.

As of January 2011, my long-standing friend **Dwight Fritzler** and I shared the AB/BC territory to better service the growing dealer and consumer base. Starting January 2012 only the “Lower Mainland” and Vancouver Island remain my territory, allowing me to enjoy skiing, fishing and traveling.

BINOCULARS | SPOTTING SCOPES | RIFLESCOPES



WERNER SCHMALZ
SALES AGENT
1-866-516-3374 phone & fax
cell: 416-879-3740
head office: 519-767-1100 | fax: 519-767-6600
45 Airpark Place, Unit 5 | Guelph, ON | N1L 1B2

EXCLUSIVE CANADIAN DISTRIBUTOR OF
VORTEX OPTICS

werner@vortexcanada.net

vortexcanada.net