



For Immediate Release
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Design Engineering Brings Full-Line Boom Mat Brand to the Mobile Electronics Industry
Company is aggressively seeking reps and retailers; will provide comprehensive tools and resources

AVON LAKE, OHIO – June 6, 2016 (MEDIAWIRE) – Design Engineering, Inc. (DEI), foremost developer of thermal tuning and sound control solutions for the automotive aftermarket, announced that it has begun a campaign to better engage with and support specialist retailers in the mobile electronics industry. The goal of the campaign is to enable retailers and technicians to provide enhanced audio vibration control through use of the company’s Boom Mat line of sound-damping products.

As part of the campaign, the Avon Lake, Ohio–based manufacturer is expanding its sales reach with active recruitment of manufacturers’ representatives across the United States and Canada. Through these reps, the company plans to sign mobile electronics retailers to direct accounts, giving them access to the full Boom Mat line as well as its entire catalog of automotive aftermarket products. DEI will also proactively reach out to industry professionals and media with timely product and technical information.

“We are making a strong commitment to the mobile electronics community,” said Mike Zenone, Boom Mat brand manager. “We have a very solid history in the broader automotive aftermarket, and feel our strength is having the most complete product line available for retailers. We look forward to engaging with store owners and installers and showcasing the unique benefits of the Boom Mat brand.”

The Boom Mat line has been improved this year with the introduction of Boom Mat XL damping material. At 4mm thick, it provides superior noise damping while remaining flexible enough to adhere to irregular surfaces. The complementary Boom Mat Spray-On is ideal for reducing unwanted vibration in hard-to-reach areas. The company has also introduced the vehicle-specific sound-deadening headliner for the Jeep Wrangler, with two complete kits covering hard tops from 2007 to 2015.

To support installers, DEI is creating a technical support group through its Facebook page to address questions about application and selection of Boom Mat products for specific installs. The company will continue to expand its online video library to instruct installation technicians as well as promote the benefits of sound-damping and insulation products to consumers.

Retailers and manufacturers’ representatives who are interested can contact Mike Zenone at (800) 264-9472 or mikez@designengineering.com. Product information can be found at www.boommat.com.

Image:

[Boom Mat XL 4mm Damping Material](#)

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