



SPORTING GOODS
SALES REPRESENTATION



M. L. Ray
— & —
Associates
incorporated

Shooting & Sport Fishing Industries

M. L. Ray & Associates

MANUFACTURERS' REPRESENTATIVES

Marvin L. Ray

M. L. Ray & Associates

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Marvin L. Ray

HISTORY

We have many years of experience in the shooting sports and related sporting goods industry. In 1986 we began representing several companies as their independent sales representative agency.

In 1989 M. L. Ray & Associates, Inc. was formed representing manufacturers in five states. M.L. Ray & Associates, Inc. later merged with Banks, Inc. and has now grown to encompass fourteen states.

MISSION

To continue to be a professional and productive agency for our customers and factories offering excellent service in all areas. M.L. Ray & Associates, Inc. has an advanced view of marketing and sales and executes that with sales training, dealer and distributor promotions and industry knowledge along with excellent communication.

We call on all the shooting sports distributors and major dealers in our market area as well as all law enforcement dealers and distributors in this area. By having a constant and personal sales presence in front of the dealer and/or distributor our goal is to grow our business and that of our manufacturers'. We strive to continually provide our customers and companies with the best personal service possible.



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(812) 667-6660 (OFFICE)

3857 S. CAVE HILL RD.
VERSAILLES, IN 47042
(765) 588-1937 (FAX)

E-MAIL: MLRAY@MLRAY.COM

• CELL: (317) 432-4936



M. L. Ray & Associates

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Marvin L. Ray

OVERVIEW

M. L. Ray & Associates, Inc. insists on quality and professional representation in the sporting goods industry. We offer two staffed offices with up to date electronic services and equipment.

Our customer base includes:

- The Independent Dealer
- Buying Group Member Dealers
- Distributors
- Chain Store Accounts
- Catalog House accounts
- Web Based Dealers

Marvin Ray, Trip and Bob Banks manage, own and lead this company with a strong belief in quality business principles, honesty and integrity being our foremost ideals. Our staff follows and believes in those same convictions. These principles coupled with professional service and dependable communication allows us a tradition of experience, integrity and service.

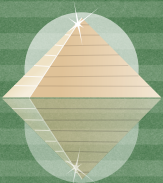


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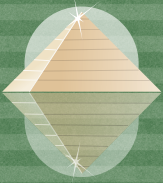
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M. L. Ray & Associates

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TRIP BANKS

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GEORGIA L. RAY *(Office Manager)*

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BOB BANKS *(Office Manager)*

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Territory Covered



*Not every company represented
in every state.*



Sales and Marketing Representatives in the Sporting Goods Industry

