



Powr-Flite Release

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FORT WORTH, TX — Gary Pelphrey, a marketing expert with more than 20 years of marketing and managerial experience, has just been named marketing director of [Powr-Flite](#), a leading manufacturer and distributor of high quality commercial floor care equipment.

Pelphrey has served as marketing director for a variety of companies throughout his long career, including [Omaha Steaks](#), which markets a wide variety of premium steaks and gourmet foods as well as [Speedway Motors](#), a direct seller of performance automotive products.

His experience in marketing runs the gamut from developing marketing plans, direct marketing and e-commerce to product development and new customer acquisition.

"Throughout my career, I have always focused on understanding and exceeding customers' needs and expectations to grow sales and profits," Pelphrey said. "I am excited to join the Powr-Flite team, where there is a tradition of valuing long term relationships."

According to Steve Day, president of Powr-Flite, "We took our time looking for a marketing director. I wanted to find someone that understood our goals and could help us achieve them. Gary is that person."

About Powr-Flite

Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment and carpet extractors for the professional cleaning industry. Based in Fort Worth, TX, the company has over 20 patented designs and its products are recognized throughout the world for their innovation, durability, quality and performance. Their products are marketed directly to end-use customers as well as through distributors throughout the North America, Europe and the Far East.