

## FOR IMMEDIATE RELEASE

### Sea-Dog Expands Representation with Addition of West Coast Sales

*Strengthening Nationwide Coverage with New West Coast Partnership*

**Everett, WA – June 24, 2025** – Sea-Dog Line, a leading manufacturer and distributor of high-quality marine hardware and accessories, proudly announces the addition of **West Coast Sales** as its official sales representative for the West Coast region. This strategic partnership further enhances Sea-Dog’s commitment to nationwide dealer support and customer service.

West Coast Sales joins **Haimes Coleman Group** and **Atlantic Marketing** to complete Sea-Dog’s comprehensive national sales coverage. With decades of experience and deep expertise in the marine industry, West Coast Sales will support Sea-Dog’s retail, wholesale, and OEM customers throughout the Pacific Northwest territory—including **OR, WA, Western AK, Hawaii and British Columbia**—ensuring timely service and dedicated product support.


“We’re excited to welcome West Coast Sales to the Sea-Dog family,” said **Jasper Nysether**, President of Sea-Dog Line. “Their longstanding relationships, hands-on technical expertise, and boots-on-the-dock approach make them an ideal partner. As Sea-Dog continues to grow our Made in the USA and in-house manufacturing initiatives, having trusted reps across every region is more important than ever.”

West Coast Sales will officially begin representing Sea-Dog effective **7/1/2025**, supporting all current and new business accounts in the western territory.

For more information, please contact:

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