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CAFRAMO HIRES MARTIN FLORY GROUP FOR INTERNATIONAL PR

Caframo, manufacturer of indoor and outdoor comfortable living solutions, has hired Martin Flory Group. The PR firm will promote its wide-ranging line of products now under the new all-encompassing brand SEEKR by Caframo into the marine and RV industries throughout South America, Europe, Middle East, Africa, Asia and Oceania. It will also explore opportunities in evolving market segments.

Since 1955, Caframo has provided OEMs and consumers with high-quality AC fans, heaters, defoggers, air circulators, lighting and specialty products. The company designs, develops and manufactures its equipment in Canada. Its website is www.caframo.com.

"We have longstanding media relationships throughout the world," said Martin Flory Group general manager Kelly Flory. "We're pleased to be working with Caframo and help them grow their international business. Their products have impressive brand equity, so we're confident that they'll be well-received throughout the world."

Founded in 1962, Martin Flory Group represents a diverse global client base. The PR firm is highly experienced in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help sell products and grow businesses.

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