DWIGHT FRITZLER

Western Canada Sales Agent

Almost 10 years ago my good friend and optics mentor **Werner Schmalz** asked if I would be interested in working with Vortex Optics and developing strategic business partnerships with quality outdoor retailers. A trip to Guelph to meet the passionate and “family-like” Vortex Canada team solidified my interest and I was excited when Vortex Canada Owner, and now friend, **Paul Grant** invited me to join his already incredible team. Since then, I have also taken on Canadian distribution of **Ridgetec Trail and Surveillance Cameras** and **Kershaw Knives**. Prior to my Vortex and Ridgetec world, I devoted 25+ years to outdoor retail. Starting in my family owned sporting goods store as a teen, I, along with my incredibly supportive wife Bonnie, have been in outdoor retail in some facet or another for over 35 years.

Sharing Vortex Canada’s commitment to excellence, my goals, and the goals of my fellow agents, are to be available, knowledgeable, highly communicative and of high integrity, while helping inform and train owners and staff alike.

Working with Vortex, Ridgetec, and Kershaw continues to be exciting as all brands continue to set the bar higher. Further, I have the distinct privilege of working with my co-agents and friends Paul Slattery (lower mainland and Vancouver Island), Matt Brown (Manitoba and Saskatchewan) and Leighton Busch (South Central-Northern Alberta and North-East BC).

I know I speak for the whole team when saying we look forward to meeting, servicing and partnering with all dealers in our territory and continuing to provide the same high level of customer service, knowledge and insight to all of our partners.

BINOCULARS / RIFLESCOPES / RED DOTS / RANGEFINDERS / SPOTTING SCOPES

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