



DWIGHT FRITZLER

Western Canada Sales Agent

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. 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 repping days, 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** (and later, 3 amazing daughters), 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 co-reps - are to be available, knowledgeable, highly communicative and of high integrity, while helping inform and train owners and staff alike.

Further, I have the distinct privilege of working with my co-reps and friends **Paul Slattery** (lower mainland and Vancouver Island), **Matt Brown** (Manitoba and Saskatchewan), **Leighton Busch** (South Central-Northern Alberta and NE BC) and in 2019 **Robin Fearn**, a previous co-worker of mine in my retail days, came onboard.

BINOCULARS / RIFLESCOPES / RED DOTS / RANGEFINDERS / SPOTTING SCOPES



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