

Mossy Oak CLP Partners with ProActive Sales & Marketing



(Dade City, FL) Mossy Oak CLP, a new line of innovative cleaning and lubricating products is pleased to announce that, effective immediately ProActive Sales & Marketing is the Sales Agency of Record for the Southeast and TALO territories.

“We couldn’t be happier to have ProActive join the team,” said Justin Neal, Sales Manager for the Mossy Oak CLP product line. “They come very highly recommended and the parallels with the lines they represent make for a perfect partnership to continue the overall growth and branding of Mossy Oak CLP throughout the nation.”

As the Sales Agency of Record for the Southeast and TALO territories for Mossy Oak CLP, ProActive Sales & Marketing brings with them decades of industry experience and a passion for outdoor brands. For over 40 years, ProActive Sales & Marketing has been one of the leading manufacturer rep agencies in the shooting and outdoor sports industry. The company’s success has been built on a philosophy of hard work, honesty, and personal relationships with the leaders in the industry to pursue a sales strategy that benefits manufacturers, distributors, and dealers alike and move product from factory to consumer.

Leadership at Proactive Sales and Marketing including Harry Spotts, Mike Calkins and Rodney Smith commented, “We are very excited about our new partnership with Mossy Oak CLP. The parent company, Clenzoil, has long been a premium brand in the category and have always been respected as a top-level manufacturer. The Mossy Oak CLP line

coupled with a commitment to service is the perfect fit for our business model and current portfolio. We look forward to growing the brand throughout our entire region.”

For any other inquiries, please contact Director of Sales & Marketing, Alan Molony at marketing@clenzoil.com or call 813.662.6454.

About Mossy Oak CLP :

Mossy Oak CLP is manufactured by Clenzoil, a world-class cleaning and maintenance products manufacturer. Mossy Oak CLP, is backed by Mossy Oak, a world-renowned camouflage and outdoor lifestyle brand. The brand resonates across a multitude of platforms all connected by the common thread of a true love for the outdoors lifestyle.

Marketing Agency of Record:

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