

**FOR IMMEDIATE RELEASE:**



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**TWO LEADING SALES AGENCIES COMBINE TO CREATE INFUSION SALES GROUP  
TO LEAD THE NORTHEAST REGION**

Depew, NY- Fusion Sales Group and Invision Food Marketing Group LLC have merged to create InFusion Sales Group, a new powerful force in the Northeast. The merger of these two companies creates a significant sales presence in nine states, including New York, Pennsylvania, New Jersey, Vermont, Maine, New Hampshire, Rhode Island, Connecticut and Massachusetts.

"This union will provide our customers with the best we have to offer, from state-of-the-art technology, to innovative marketing strategies and a progressive infrastructure," says John Vice, InFusion's Metro New York/Eastern PA regional president. "We are proud to provide our customers with extensive sales and support services in the Northeast area."

In addition to Vice, InFusion's senior management team includes Enzo Dentico, John Engels, Jim Donovan, Jim Robinson, David Soutter and Mark Seward, all formerly of Fusion, and Chris Bresler, and Cynthia Young, all formerly of Invision.

InFusion was formed with the strength of two influential entities, Fusion Sales Group and Invision Food Marketing Group, both with a compelling background in the foodservice industry. Fusion was formed in 2009 through a merger between BattleGreen Food Service of New England and Fortuna Sales and Marketing and New Horizons, both of Upstate New York, . Invision was founded in 1997 and was soon known as a strong, solution-based company in the Metro New York marketplace. In 2009 Invision branched into the Philadelphia and Central PA area.

Both companies shared similar ingredients for success such as active ownership at all levels of the trade, along with a deep commitment to the business and a strong investment when it came to training their sales and service associates. Invision and Fusion truly believed that you can create new opportunities through a very focused, driven approach and their newly formed company InFusion is living testament to this belief.

“Our new company combines regional strength with local expertise to attain a new industry standard,” says Enzo Dentico, Upstate NY regional president. “The merger is seamless. Both companies have the same culture, similar go-to market strategy and share the same values and long-term perspective.”

John Engels, New England regional co-president, concurs. “InFusion combines the best practices of Invision and Fusion and creates an even stronger entity. Clients and customers know that they’ll have a valued business partner with dedicated owners who are actively involved in each market. This allows us to leverage relationships and provide solutions and true accountability. We will continue to nurture our growth on all levels.”

InFusion Sales Group has regional headquarters in Mineola, NY, Lawrence, MA and Depew, NY. InFusion will also serve clients and customers from offices in Springfield, NJ, Syracuse, NY, Albany, NY, Fort Washington, PA and Stoughton, MA. The new company has 138 associates with combined sales of \$910 million.



*Combining regional strength with local expertise.*

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