

## **BOSSCO INTERNATIONAL**

13230 Evening Creek Dr South, Suite 204  
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### **Bossco International Teams Up With New Generation Marketing**

San Diego, CA (January 18, 2010) HI:BEAM, a brand of Bossco International, and an industry leader in all in one portable illuminators, has teamed up with New Generation Marketing (NGM). As an East Coast sales representative, NGM will represent Bossco's unique line of products.

"We feel fortunate to represent such an innovative company," Adam Tannen, owner of New Generation Marketing in Marlboro, NJ, commented. "The ingenuity behind the Bossco line of products crosses over into many applications and uses."

Among other highly technological lighted products, Bossco offers the Luma Lite, a brand of the company's HI:BEAM line. This intensely bright light with a built-in magnetic base, allows you to work hands free with direct light on any project near or far. The Luma Lite can rotate 360 degrees, tilt up to 45 degrees and is water and shock resistant. Four LED lights last up to 100,000 hours.

"We are very proud to have New Generation Marketing on board with us," Clifford Wright, inventor and CEO of Bossco International, said. "Companies must always perform their due diligence and find experienced people to work with but the world of business can only expand if we develop the relationships at our disposal."

Sales representatives are an important part of manufacturers' and wholesalers' success. Regardless of the type of products they sell, sales reps' primary duties are to create interest in their merchandise and to arrange the sale of that merchandise.

Bossco International offers some of the most innovative, highly advanced and superior quality products on the market today. All Bossco International products are produced under strict ISO 9001 guidelines. Bossco International has recently moved. The company's new address is 13230 Evening Creek Dr. Suite 204 San Diego, CA 92128

Call 858-391-9219 or visit [www.bosscointernational.com](http://www.bosscointernational.com)