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## **IMTRA EMPLOYEE OWNERS WELCOME GRADY-WHITE'S KRIS CARROLL TO 2022 NATIONAL SALES MEETING**

**New Bedford, Mass.** – IMTRA, the leading manufacturer and importer of quality marine and commercial products, announced today that it welcomed Kris Carroll, president, Grady-White Boats, to speak with IMTRA employees during the final day of IMTRA's week-long National Sales Meeting in New Bedford, MA. The topic of discussion was "Exceptional Attention to Detail" which has led to the success of both companies.

"We have had a long relationship working with Grady-White and have admired Kris' leadership style and the respect that she has garnered throughout the industry," said Eric Braitmayer, CEO, IMTRA. "The success of both Grady-White and IMTRA has long been tied to the passion every member of the team has toward offering incredible customer service. This was an exceptional opportunity for our new employee owners to learn from another successful leader in our industry."

The National Sales Meeting was the first gathering of all new IMTRA owners since the establishment of its Employee Stock Ownership Plan (ESOP) and its first full-company, in-person gathering since 2019. In total 14 salespeople traveled in from across the United States and Canada. The event included training on IMTRA's extensive product line with presentations from supply partners and product specialists.

For information on IMTRA or its entire product line, please visit [www.imtra.com](http://www.imtra.com).

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### **About IMTRA:**

IMTRA, a 100% employee-owned company based in New Bedford, Massachusetts, is an importer and manufacturer of high-quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With more than 70 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 12 regions throughout North America. The company's extensive product knowledge is available to its customers through a renowned full-service department, a professional customer service group and an online [Learning Center](#). Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Seating, Controls, Doors, Hatches and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Sleipner (Side-Power), Norsap, Vimar, Lumishore, BCM Lighting, Lofrans, Muir, Exalto, Zipwake, Roca, Lilaas, DHR, Libra, Victron, KPM-Marine and many more. [www.IMTRA.com/about-IMTRA](http://www.IMTRA.com/about-IMTRA)

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***Kris Carroll***



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