



VICTORINOX
SWISS ARMY

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CONTACT:

Jennifer Fracker

Jennifer.fracker@swissarmy.com

203.944.3617

Jim Ferris Named *Mid-West Regional Sales Manager, Corporate Markets*, for Victorinox Swiss Army, Inc.

MONROE, CT - (October 18, 2017) - Annette Jensen, Director of Corporate Markets for Victorinox Swiss Army, Monroe, Conn., announced the appointment of Jim Ferris as Mid-West Regional Sales Manager for Corporate Markets.

Jim has represented Victorinox Swiss Army cumulatively for over 10 years and is now expanding his area of coverage from Illinois and Wisconsin to now include Missouri, Michigan, Minnesota, Indiana, Iowa, Kansas, and North and South Dakota. With a strong background in sales, Ferris will support the company's initiative to sell and market all **Victorinox, Victorinox Swiss Army, Wenger, and Epicurean** products under one umbrella.

"I am extremely excited to have Jim expanding his role in the VSA family," Jensen said. "His deep experience with our brand will make this a smooth transition into the territory and expertly support the needs of existing and potential customers."

For more information on Victorinox Swiss Army, visit www.vsacorporate.com

About Victorinox Swiss Army

Victorinox Swiss Army's portfolio of products represent a proud 130-year, family-owned heritage of commitment to quality and innovation in both multifunctional and iconic design that withstand the test of time. Within the Corporate Markets industry, Victorinox Swiss Army is proud to offer a full range of Swissmade, and inspired products including Swiss Army Knives, cutlery, timepieces, travel gear, binoculars, and flashlights, as well as onsite event services. www.swissarmy.com

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