



## **FOR IMMEDIATE RELEASE**

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## **The Edge Group Announces the Addition of Four Leading Security Distributors**

(HOUSTON, July, 2020) – The Edge Group is pleased to announce the addition of Electronic Alarm Distributors (EAD), Southwest Automated Security (SAS), SS&SI Dealer Network and SourceIT to their growing membership.

“We are thrilled to welcome these new distributor members into The Edge Group, each representing the best in class in their respective markets,” said Ron Meyers, President and CEO of The Edge Group. “These new additions strengthen the group’s overall purchasing power, opening new doors for increased sales and supplier partnerships.”

The Edge Group, founded in 1990, is a distributor-owned buying and marketing group with strength, inventory, and sales equivalent to those of national distributors. Meyers, the founder of Edge, had previously owned an electronics distribution company and struggled to get the right products at competitive prices. It was this experience that inspired him to start a distributor-owned buying group to help independent distributors team up with leading manufacturers and compete more effectively.

Today, the group has over 1,200 stocking locations throughout the U.S. and Canada with more than \$1.2 billion in annual buying power. Distributor members benefit from a variety of support services including purchasing programs, cutting-edge marketing materials and digital tools.

Each of the new distributors expressed their enthusiasm to work with Edge in growing their businesses and diversifying their brand offerings. [Security Sales and Solutions Inc.](#), better known as the SS&SI Dealer Network, joined the group in February and features a thriving network of more than 500 independent security providers in the U.S.

Jake Voll, President of SS&SI Dealer Network, said “Edge Group has a great team! They go above and beyond to support member distributors and partner suppliers. Since joining Edge Group, we have increased business 64% year over year (even after a brief COVID slowdown). Edge Group is part of a multipronged strategy to sustained double digit growth.”

In a recent interview, Jeff Goodwin, President of Southwest Automated Security, Inc. said, “We look forward to expanding our relationship with The Edge Group,” [Southwest Automated Security](#) is the U.S. market’s leading non-installing electronic security wholesale distributor. SAS supplies the highest quality security products and is known for providing consumers with top-class service.

He added, “Being part of The Edge Group allows us to partner with a number of quality manufacturers that will enhance the buying experience for our current customer base.”

When it comes to manufacturers, The Edge Group represents more than 200 supplier brands serving the datacom, security, low voltage, AV, electronic MRO, and electronic OEM industries. Suppliers join the program to tap into new revenue streams and grow their existing distributor business with no channel disruption. Edge also provides an efficient, cost-effective way to help suppliers manage middle market distribution.

Founded in 1982, [Electronic Alarm Distributors, Inc.](#) has been known for providing quality and value in the electronics distribution sector for decades. They provide engineers and buyers from large to independent with the best service and support in the industry.

“We truly want to be the customer’s favorite distributor of electronic security equipment and in order to do that, needed to increase our brand options,” Carri Wright, General Manager of Electronic Alarm Distributors commented. “Edge will allow us to offer many preferred brands, and that is great, but there is much more that Edge will bring to our business.”

The most recent member to join The Edge Group, [SourceIT](#), specializes in the distribution of megapixel IP products, providing integrators with the industry's best technical troubleshooting service and system design. As an industry-leading certified security products distributor, SourceIT has already formed lasting relationships with partners of all sizes.

"SourceIT joined The Edge Group to increase the breadth of our product lines and be able to penetrate new market segments with these new offerings," remarked Lawrence Leiker, Business Development at SourceIT. "We feel these new partners will greatly increase our ability to grow and be successful."

Earlier this year, The Edge Group announced the addition of preferred suppliers [Hisense USA](#), [Safe Zone](#), [Southwire Company](#), and [West Penn Wire](#) as well as a partnership with [Catalyst AV Distribution Network](#).

"Edge is continually growing by adding products and services that strengthen our partners' position in their marketplaces," commented Meyers. "Working with distributors and manufacturers for almost 30 years has enabled us to perfect our services so that we can exceed their business expectations. Whether it is identifying areas of opportunity, or implementing strategies for growth, Edge has a proven process to ensure your success. From the very beginning, our working relationship will be transparent. You'll know what to expect, who your key contacts are, and what we plan to deliver for you."

Learn more about The Edge Group at <http://www.edge-group.com>.