

STM BAGS HIRES HAYLO WEST SALES AGENCY

Veteran outdoor, travel and sporting goods agency takes on the STM brand during a time of fantastic growth in the digital protection category.

Poway, CA (October 6, 2011) — STM Bags announced today the hiring of Haylo Sales West covering California, Nevada, New Mexico, Wyoming, Utah, Arizona and Colorado. With over 50 years of industry experience, Brad Sanders, John Williams and Brian Buckley have a long and successful track record launching bag lines such as Victorinox Travel Gear, Timberland, Oakley and Sherpani.

“Haylo joins STM during a time of tremendous growth for the company, and is positioned well to work across multiple sales channels,” said Wayne Faulkner, general manager of STM North America. “We feel fortunate working with a sales agency of their caliber and will certainly leverage their relationships in the outdoor, travel, sporting goods and military channels.”

“Laptop and digital protection is an underserved category in our channels,” said Brad Sanders of Haylo. “And the STM brand is creating tremendous buzz around the entire category. We are excited to work with such a dynamic and growing company.”

To contact Haylo Sales West, please email Brad Sanders at bradsanders@cox.net

About STM

Founded in 1998 in Sydney Australia, STM Bags (www.stmbags.com) offers a full range of lifestyle oriented laptop bags, iPad cases and accessories. Known for speed to market and unique product designs, STM's mission is to provide a more comfortable, secure and stylish means to transport your digital gear. All STM products are backed by a product lifetime warranty.

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