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Air Techniques Announces Expansion of Sales Force

MELVILLE, New York — (June 30, 2017) — [Air Techniques, Inc.](http://www.airtechniques.com), a leading innovator and manufacturer of dental equipment, announces the expansion of its sales force to better fulfill the needs of its customers and offer an enriched product portfolio as the dynamics of today's business environment and rapidly changing technology impacts the dental industry.

Air Techniques has decided after mutual discussions with Professional Sales Associates (PSA) to end the partnership and transition to its own field sales force effective January 1, 2018. Air Techniques will be more than tripling its manpower to 35 territory managers, 4 regional sales managers, and 3 technical field representatives to better support its dealers and end-customers. This significant increase is part of a long-term investment strategy into the North American market, including upgrades of its manufacturing technology in its Melville, New York headquarters. PSA will continue to represent Air Techniques in the field until December 31, 2017.

"We are excited to expand our field representation," said Christoph Roer, Air Techniques CEO. "We believe this new direction will best prepare us for the future, and enable us to provide our dealers and dental practitioners with the best customer experience," added Mr. Roer.

Since 1962, Air Techniques has manufactured high quality dental products and has provided cutting-edge technology and excellent customer satisfaction and technical support through its dealer partners.

Air Techniques offers an entire line of digital imaging products as well as an infection control line and is the leading dental manufacturer of dental vacuums and air compressors systems in North America. Air Techniques distributes its products globally through a large network of dealers. For more information on Air Techniques, please visit: www.airtechniques.com. Become a fan of Air Techniques on [Facebook](https://www.facebook.com/airtechniques) and follow the company on [Twitter](https://twitter.com/airtechniques).