

Digital Delivery Group News

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Custom Plus Distributing Opens New Warehouse & Showroom in Beaverton OR

Custom Plus Distributing continues its growth in the Pacific Northwest by opening its third new showroom and warehouse in support of convergence-focused high-end custom installers.



BEAVERTON, OR (February 23, 2011) —

Digital Delivery Group (DDG), the leading distribution consortium for digital-home technology, today announced the opening of a new distribution center and showroom in Beaverton, Oregon by founding member Custom Plus Distributing (CPD), its regional affiliate for the Pacific Northwest. The new location, CPD's third, launched its week-long grand opening celebration today. Like all Custom Plus branches, the facility showcases audio, video, security, and installation brands to area customers with convenient and efficient ordering and will-call services.



DDG Executive Director David Kaplan & CPD President Bob Oliver

"This is clearly a great location and Bob Oliver, CPD's president, has put together an extraordinary team to run it," said David Kaplan, Digital Delivery Group Executive Director. "I think it's important to note CPD's continued growth at current locations. By opening in the Portland area now, Custom Plus is positioning itself for further growth as the economy rebounds."

"Our business is focused on being a one-stop-shop to service independent custom integrators. We work hard to be the best specialty electronics distributor in the Northwest.

"I am grateful that Custom Plus continued to grow through the general economic downturn," said Oliver, who is also a founding member of Digital Delivery Group. "We've built a solid customer base in Oregon. Dealers have been telling us for several years they need us to open a location in the Portland area so it's great to have them welcome us so enthusiastically."

"I've been doing business with Bob and the CPD team for years," said Steve Frame, Principal at local integration specialist Cedar Mill Home Theater, as he consummated the first transaction at the event.

"It's great to finally have them conveniently located nearby. Now I can get everything I need on the way to the job site," Frame concluded.



Oliver celebrates the first transaction with Steve Frame of Cedar Mill Home.

As with all Custom Plus distribution centers, the Beaverton location offers unrivaled customer service as well as a fully stocked 6,000 sq. ft warehouse, showrooms for dealers to use as their own, consistent dealer training, and much more.

The new Custom Plus Distributing Beaverton distribution center is located at **8130 SW Nimbus Avenue Beaverton, OR 97008.**

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CPD President Bob Oliver and Sales Manager Rich Kalin fire up the grill for Grand Opening attendees.



The Beaverton Grand Opening crowd builds quickly just minutes after the doors open!

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About Custom Plus Distributing:

Established in 1996, Custom Plus Distributing began as the necessary storage and shipping division of the rapidly expanding manufacturers' representative firm, Oliver Marketing. Since then, the company has earned the business of over 1,200 active accounts. Custom Plus Distributing is a thriving distribution company through which major manufacturers supply consumer electronics to specialty dealer in the Pacific Northwest, Alaska, Montana, Hawaii, Northern California and Western Nevada.

With a combined 100+ years in the field, the diverse sales and support staff brings a wide range of skills and training to the vendors for whom they distribute. CPD has the background knowledge, technical skills, talents and market savvy to foster significant growth for dealers and manufacturers alike. For more information about Custom Plus Distributing, visit www.customplusdistributing.com.

About Digital Delivery Group:

Digital Delivery Group, a consortium of regional value added CE specialty distributors, is committed to being the leading source for sales and education of digital systems and convergence products. The members of DDG are specialists in networking products, whole house control, content storage and management, and new technology. More than just a buying group, DDG functions as a strategic resource for its vendor partners and its dealers. Digital Delivery Group's members bring a unique level of capability to the task with many years of distributor, retail, factory and marketing experience among its members. For more information, visit www.digitaldeliverygroup.org or call David Kaplan at 509-995-1203.

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