

PRESS RELEASE



FOR IMMEDIATE RELEASE

Deployed Logix Continues to Establish Itself as a Global Brand

EUGENE / January 16, 2024 - Deployed Logix (DLX) is proud to announce a new website aimed at its customers and partners in Latin America and the Caribbean. Currently having a presence in 18 countries and more than 30 public and private organizations throughout the Spanish-speaking region, the launch of dlxlatam.com continues to establish DLX as the leader in international disaster preparedness.

Strengthening the DLX brand globally has been a mission of DLX President and Founder JJ Urhausen since the beginning.

“This is a very exciting moment for DLX and our LATAM team. Since our inception in 2012, the Latin American market has been a very large focus for our growth and development as a company. Many of our team members have Latin American origins and Spanish is either a first or second language, so this launch has been a goal for a long time. But more importantly than just the language, the website has been created in a way to capture our understanding of the culture as well as demonstrate our success and growth in that part of the world with respect to our industry.”

With the DLX LATAM office based in Guadalajara, Jalisco collaborating with DLX Headquarters in Eugene, Oregon, both teams have put countless hours into curating content for the site, which offers customers its complete catalog of more than 100 products. Including features such as advanced search, individualized sales quotes, and online sales of exclusive products outside of the United States, the site offers the latest technology to support first responders.

“The launch of this site reflects the interest and appreciation of Deployed Logix for the Latin American and Caribbean markets, a region that has put their faith in us for over a decade.”

-Guillermo Echave, DLX LATAM Sales Director

For more information visit dlxlatam.com or instagram.com/dlxlatam.