



FSR EXPANDS MARKET REACH TO ITS/DATACOM

Bob Faber Joins as Director of Sales, ITS/Datacom

Woodland Park, NJ (November 19, 2013) – [FSR](#), an industry-leading manufacturer of products for the Pro AV market, is pleased to announce the appointment of Bob Faber in the newly created position of director of sales, Information Technology Systems (ITS)/Datacom. Jan Sandri today announced details from Company headquarters in Woodland Park, NJ, noting that Faber’s appointment is a defining moment for the 32 year-old Company as it significantly broadens its market reach.

“FSR enjoys considerable success in all segments of the traditional AV industry, and has for decades,” explained Sandri. “As technology shifts, however, it’s time to expand our reach and tap new markets, such as ITS/Datacom, that can benefit from our already widely-embraced product ranges. We couldn’t be more pleased to welcome Bob to the staff, and we’re confident that he will make us as successful in these new areas as we continue to be in AV.”

In his new position, Faber will be responsible for introducing the FSR brand, with special emphasis on table, floor, wall and ceiling boxes; plates; mounts; and installation accessories to potential customers in the ITS/Datacom marketplace, including cabling systems designers and installers, wholesale distributors, architects, engineers, electrical and communications contractors, and all areas of voice and data networking. Faber will also establish a targeted channel network to mirror the Company’s current model of exceptional service and support.

“I’m thrilled to be aligned with a company that is so well-known in the traditional Pro AV market, and whose name resonates with customers,” said Faber. “That recognition and support is invaluable as I help bring the existing product line into new markets.”



Faber brings 31 years of ITS experience to his new position. Prior to joining FSR, he served as business development manager for Snake Tray, a cable management and power distribution supplier based in Bay Shore, NY, where he developed sales channels and managed a manufacturer’s sales representative network. He previously held technical services, training and sales positions at Siemon, a manufacturer of ITS/Datacom network cabling solutions headquartered in Watertown, CT.

Faber’s industry involvement extends to membership in several professional organizations including BICSI, NECA, NEMA and SCTE. In addition to being a member, he has served as chair, vice-chair, secretary and editor of several BICSI committees, and has participated as a technical expert, author and contributor to industry standards groups and associated publications.

Faber can be reached at BFaber@fsrinc.com or 203-598-5071.

About FSR

FSR, established in 1981, manufactures a wide variety of products for the audio / video, education, hospitality, government, and religious markets, including AV floor, wall, table, and ceiling connectivity boxes, as well as a full line of interfaces, distribution amplifiers, matrix switchers, seamless switchers and

CAT-5 solutions.

All FSR products are designed and manufactured in its Woodland Park, NJ facility. The company is an Energy Star Partner and complies with the American Recovery and Reinvestment Act of 2009 to demonstrate its deep commitment to preserving the planet. FSR offers live 24/7 technical and sales support throughout the country from expertly trained technicians and sales representatives. For more information: www.fsrinc.com.