

## **Borah Teamwear Hires Greg Demgen As Southwest Sales Rep**

February 27, 2017. Coon Valley, WI. Borah Teamwear is excited to announce the addition of 30-year industry veteran, Greg Demgen, aka Doughboy, to the sales team as their Southwest representative.

Demgen, a founding member of the 7-Eleven Cycling Team (America's first premier cycling team), has not only raced at the professional level, but has taken his experience into the business segment of the industry as a key contributor to brands such as Pearl Izumi, Bolle, Rudy Project, Defeat, Squadra and 2XU.

"To have the ability to work in the Southwest US from my current home of Carlsbad, CA, and to collaborate with Chris and his team at Borah, is really a perfect scenario," said Demgen. "They have been building their business for over 20-years, and that mirrors the experience I have in the custom teamwear business." Greg's primary focus will be custom sales within Southern California, Arizona and Nevada, as well as assisting Borah with developing key national accounts.

"I couldn't be more enthusiastic about Greg joining our team. We have worked hard to position Borah for future growth and I believe Greg's involvement will assist us in reaching our goals," said Chris Jackson, company owner. "Greg's industry experience and shared values made him an excellent fit, such as our commitment to made in the USA, solar power, and a no shortcuts philosophy," added Jackson.

Ironically, Demgen grew up riding his bicycle among the very roads which surround Borah's corporate headquarters in Coon Valley, Wisconsin. While Demgen now resides in sunny California, he has fond memories of the area and looks forward to the occasional visit to the corporate headquarters.

***To contact Greg, email [gregd@borahteamwear.com](mailto:gregd@borahteamwear.com)***

### **About Borah Teamwear**

In a crowded, custom apparel marketplace, Borah Teamwear sets the bar providing quality product, extraordinary customer service, and maintains total control over its entire production process, from design to delivery, in one solar-powered facility.

Each and every garment that departs the company's Wisconsin headquarters is backed with a lifetime guarantee. For more information, visit [borahteamwear.com](http://borahteamwear.com).

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