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LaserMax Appoints Graphic Designer

April 25, 2016 (Rochester, NY) – In an effort to strengthen LaserMax's maturing brand identity, William (Duke) Stofer has been appointed as the laser innovator's new in-house Graphic Designer. Stofer brings more than 24 years of experience in visual design and brand development to LaserMax.

"We couldn't be more pleased to welcome Duke to LaserMax," said Celia Grimes, Director of Marketing. "One of my primary objectives has been to transform the company's marketing team into an industry-leading force. Duke's extensive skill set, creative vision and wide-ranging brand positioning experience will help propel our growing portfolio of firearm accessories to the next level."

Prior to joining LaserMax, Stofer spent twenty-two years as Senior Designer for Forward Branding & Identity, where he designed logos, developed product names and hierarchies, created and managed packaging designs, performed identity audits, established brand standards and guidelines and executed countless design layouts and production mechanicals for Fortune 500 companies including Kodak, Xerox, Bausch & Lomb and Corning. Stofer's impressive design portfolio includes decades of distinctive work that helped establish his clients as leaders in their respective fields.

Duke provided contract services to LaserMax on a number of significant projects over the past year prior to joining the company full time. "Graphic design is the central medium through which any compelling marketing strategy is expressed," said Grimes. "Duke's deep experience and vision has already proven invaluable. His immense talent and fresh thinking will play an instrumental role in shaping the future of LaserMax's brand image."

About LaserMax

Now in its 26th year, LaserMax is a leading innovator of premium laser systems with a growing portfolio of significant patents. Specializing in the design and manufacture of rugged and innovative firearm sighting solutions for military, law enforcement and commercial markets worldwide, the company also delivers premium laser products and optical systems for the semiconductor, aerospace, and biomedical, industries. LaserMax is an ISO 9001:2008 certified and WOSB 8(m) certified Women-Owned Small Business and was recently recognized as one of the fastest growing companies in the U.S. by Inc. 500|5000.