



Pulse CEO Chip Miceli to present at BTA Gateway to Success in Austin, TX in June; will advise dealership owners on process and concept of rebranding a company

CAROL STREAM, IL and CHESTERON, IN, ISSUED May 6, 2019...Chip Miceli, President and CEO of Pulse Technology (<http://pulsetechnology.com>), will be a presenter at the national BTA (Business Technology Association) national "Gateway to Success" conference, which will attract office equipment, managed print services and technology dealers from across the United States.

Miceli will deliver a presentation on "Rebranding Your Dealership" to the convention, which will be held June 13 and June 14 in Austin, TX. The conference is hosted by the Business Technology Association (BTA).

He recently led his companies, formerly known as Des Plaines Office Equipment and the Chesterton, IN businesses McShane's and Kramer & Leonard, through a year long rebranding exercise that resulted in the company's becoming Pulse Technology, with the change taking effect January 1 of this year.

His presentation will detail the process that his companies went through to rebrand, and will also address the key issues involved in rebranding, from the questions of whether to engage an outside firm or handle it internally, as well as the benefits to the company in so doing. He will also talk about how to communicate the new name and brand to employees, vendors, and clients.

To learn more about the convention, please visit <https://www.bta.org/page/MA19>.

About Pulse Technology

Pulse Technology is a leader in the field of print management, network services and other office solutions with a history dating back to 1921. It is the new, re-branded name for several well-known area businesses: Des Plaines Office Equipment, with three Chicago area locations; and Kramer & Leonard and McShane's, serving Northern Indiana. With locations in Chesterton, IN, Chicago, Rockford and Carol Stream, IL, Pulse Technology serves the needs of businesses across the Midwest.

The firm provides products and services to a diverse client base that includes schools, hospitals, law offices, accounting firms, and financial institutions, among others. The firm has won the Sharp Document's Hyakuman Kai award for sales excellence since 1988 and the Elite Dealer by The Week in Imaging since 2007, and was this past year named to the Inc. 5000 list for fastest-growing businesses across the United States. For additional information, please call 847-879-6400 or visit <https://www.pulsetechnology.com>. The company can be found on Facebook, <https://www.facebook.com/PulseTechnology1/>

