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FROM: Chris Hippler, Capital Letters Marketing

SOURCE: Gabriele Casini, CDR

CDR selects Capital Letter Marketing to be North American representative

ANN ARBOR, MI, November 8, 2015 – Gabriele Casini, Sales And Marketing Manager for [CDR](#), announced that Capital Letters will be the CDR North American representative.

“CDR is a great company,” said Chris Hippler, President of Capital Letters Marketing. “We’re honored to help them build a stronger presence in the United States and throughout North America.”

CDR manufacturers analyzers designed to ensure quality control during the production process of foods and beverages.

“Capital Letters is a good fit for CDR,” said Casini. “Chris has many years of global marketing experience and has a team of experts who can help grow CDR WineLab Touch sales in North America.”

WineLab Touch and WineLab Junior

The first assignment for Capital Letters is to introduce [CDR WineLab Touch and CDR WineLab Junior](#) to the North American wine industry.

“WineLab Touch is an exciting new product,” added Hippler, “It is easy to use, and features advanced technology that allows you to manage several analytical parameters at the same time to quickly determine the complete profile of a wine sample.”

A leading engineering company headquartered in Florence, Italy, CDR is a pioneer in the applications of photometric and LED technology. Founded over 40 years ago, CDR analyzers are used in laboratories, testing facilities and manufacturing plants worldwide.

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