

## **Bloomer Trailers, the Leading Manufacturer of Custom and State of the Art Horse Trailers, Hires New National Dealer Representative**

*Todd Overfield relocates to Salado, Texas to represent Bloomer Trailers to Dealers Nationwide*

Salado, Texas ([PRWEB](#)) February 19, 2016 -- Bloomer Trailer Mfg., Inc. is excited to announce a new staff addition to its Dealer Representative department. Todd Overfield, former Regional Manager for 100X Marketing Group with Ram Rodeo Series, will join Bloomer Trailers as the new Dealer Representative.

As a Dealer Representative, Overfield will oversee the relationships with new and established dealers. This includes traveling to dealerships and promoting the Bloomer Trailers brand. With several dealerships nationwide, Overfield is excited for the new opportunity, "Ever since I bought my Bloomer Trailer in 2008, Bloomer Trailers is somewhere that I felt comfortable. There is nothing better on the market, this is the most innovative trailer line," he continued, "I'm excited to be a part of the team and expand on what Bloomer Trailers has been successful at, which is growth, branding and the lifestyle of creating the best product on the market."

With Overfield's past record of success, owner Randy Bloomer believes he is the perfect fit for the Bloomer brand. "I've watched Todd for five years at shows and enjoyed his camaraderie, intelligence and work ethic," he continued, "You want to hire people that you do not have to worry about representing you on the road, as far as morals and representing our product and Todd is one of those people. I see him as a huge asset to the company and know that he has something to offer long term."

Overfield brings a vast amount of experience to the Bloomer Trailer team, with his extensive knowledge of horse trailers, events, dealership growth and marketing. Prior to working for Bloomer Trailers he was the National Sales Director for another trailer company and was the Regional Manager for 100x Marketing Group with Ram Rodeo Series for 8 years.

Overfield grew up in Cody, Wyoming, showing horses in Western Pleasure and Halter. He received a Bachelor of Arts Degree from Doan College while playing on the Intercollegiate Soccer Team. Todd has recently relocated to Texas with his wife, Jordan, the owner of the Spotted Donkey Branding.

For additional information on Bloomer Trailers, please visit [www.bloomertrailers.com](http://www.bloomertrailers.com) or call (254) 947-8211.

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### About Bloomer Trailer Mfg., Inc

Founded in 1998 in Texas, Bloomer Trailers has earned the reputation of being the most innovative and luxurious manufacturer in the horse trailer industry. In 2003 Bloomer Trailers built a state of the art production facility in Salado, Texas to serve as a convenient location for dealers, customers and their vendors. Upon completion Bloomer moved over forty employees and their families to Central Texas to continue the craftsmanship that was expected and desired by the Bloomer Trailer customers. Bloomer Trailers is the Official Trailer of the Wrangler National Finals Rodeo, World Series of Team Roping, Lazy E Arena, National Reined Cowhorse Association, Texas High School Rodeo Association and a National Sponsor of the USTRC. Bloomer Trailers is approaching their 18th year in the trailer manufacturing business with 60+ employees. At Bloomer Trailers, their passion is building the highest quality trailer day in and day out. They focus 100% of their



attention to Trailers and how to make them better and safer for their customers and their horses, hence the model evolution.



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**Online Web 2.0 Version**

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