

Trécé Appoints Top Business Development Expert To Manage International Sales Expansion

ADAIR, OKLA. [Trécé Inc.](#), a leading American manufacturer of insect monitoring systems and pheromones, has appointed sales and marketing veteran Dawn Heptinstall-Bolton to serve as Business Development Manager. Based in the United Kingdom, she will support Trécé's growing business interests in Europe, the Middle East and Asia.

Prior to coming to Trécé, Heptinstall-Bolton worked for three years as European Sales Manager at U.K.-based AgriSense Industrial Monitoring, a developer and manufacturer pheromone-based insect monitoring and trapping solutions.

She had previously served in that role from 2007-2013, returning

advantage in attracting new customers, and in turning them into long-term buyers of Trécé products.

Lingren said Heptinstall-Bolton's approach to sales and marketing make her particularly well-suited to assume her new responsibilities.

Dawn's active involvement in every stage of the supply process has helped her establish a solid reputation for successfully seeking out and developing new regional distributors and for observing and meeting the needs of customers, Lingren said. I am confident that she will leverage those same skills to drive the expansion of Trécé's international distribution network.

Trécé Inc. is a customer-focused, market-driven organization that develops, manufactures and markets insect pheromone and kairomone based products designed to respond to customer needs, protect food production and preserve the environment. The Trécé product catalogue currently contains more than 100 species-specific, pheromone-based kits, attractants and lures, and a full line of trap models designed for a wide variety of flying and crawling insect pests that attack standing and stored crops. These products are marketed under the internationally respected [PHEROCON®](#), [CI DETRAK®](#), and [STORGARD®](#) brands. As an Oklahoma-based company with international reach, Trécé is dedicated to conducting business in a manner that ensures a net economic benefit for the employees, customers and local and global communities who make its growth and success possible.