

CED Marine Announces Sale to Electronics Industry Veteran

October 25, 2019

Consolidated Electronic Distributors/CED Marine, a leading wholesale distributor of marine electronics, has announced the sale of the company by long-time owner Jules Rutstein to veteran consumer electronics industry investor and operator Gregory Borchardt, effective October 1st, 2019.

Established in 1971, CED Marine carries well-known marine electronics brands from top manufacturers for navigation, communication, sonar, entertainment, safety & lighting, and power equipment. Their customer base includes boat dealers, professional installers and boat manufacturers nationwide.

While Mr. Borchardt plans to invest significant resources to upgrade technology to keep up with the company's rapid growth, the core culture and team will remain in place. According to Mr. Borchardt, "I am extremely excited to work with a great group of experienced professionals, and we plan to take this operation into the next chapter of growth and success. If you are the type of dealer that values superior customer service and product knowledge, along with competitive prices, then CED Marine is the distributor to call."

CED Marine's employees will continue to provide vendors and customers with the highest level of service and product knowledge in the industry, and current inventory and manufacturer lines will remain the same. Jules Rutstein, owner of the company for the past 19 years, will continue with CED in a consulting and supporting role to ensure a seamless transition. Mr. Rutstein said, "We took great care in selecting a new owner that would be a perfect fit for our company and our employees, and I knew that Greg was that person who has the energy and vision that we were seeking." Rich Lasby, who has been with CED Marine since the 1970s, will continue as the General Manager and VP of Operations.

About CED Marine:

CED Marine, headquartered in Rockledge, FL, was founded in 1971 as Bethel Marine. With a rapidly growing customer base made up of the nation's most respected boat dealers, professional installers, and boat manufacturers, CED Marine has emerged as one of the largest marine electronics distributors in the United States. The company's catalog contains a wide selection of products from all of the world's finest marine electronics brands. CED Marine's employees strive to provide best-in-class customer service, while building long-lasting relationships with its partners.