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**Key Digital Appoints MotherDuck Marketing and Sales as Manufacturer’s Rep for U.S. Upper Midwest**

— Territory covered includes Minnesota, North Dakota, South Dakota and Wisconsin —

MOUNT VERNON, NY, October 18, 2021 – Key Digital, an award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions, has appointed White Bear Lake, Minnesota-based firm MotherDuck Marketing and Sales as its manufacturer’s rep for the upper Midwest – Minnesota, North Dakota, South Dakota and Wisconsin. The announcement was made by DeWayne Rains, Key Digital vice president of sales, and represents the brand’s ongoing initiative to expand its national market presence.

MotherDuck Marketing and Sales is an independent manufacturer’s rep firm serving commercial and residential integrators as well as specialty retailers. “At MotherDuck, we are devoted to the success of our manufacturers along with the dealers and distributors that support them,” says MotherDuck founder Kelly Clement, who brings 30 years of industry technical, marketing and sales experience to her role, building forward from her beginnings as a hands-on integrator. “We represent brands that support that goal through innovative products, excellent service and quality paired with value. We are delighted to add Key Digital to our line card as such a brand.” Key Digital now joins MotherDuck’s roster of brands, which also includes TOA, Soundtube, B&W, Denon, Marantz, Polk Audio and Colorbeam among other best-in-class product lines.

“Both Kelly and I have sold Key Digital products in the past and we are thrilled to have been asked to represent Key Digital,” adds MotherDuck manufacturer sales rep Jeanie Wohlers who herself has decades of electrical-mechanical engineering experience, along with 25 years of experience in residential and commercial contracting. “With Kelly and I having both been AV integration company owners, we know the necessity of products that you can rely on – that actually work! And having the support from manufacturers who back-up their products with excellent pre/post-sale tech support is crucial to the success of your engineering, installation teams and, of course, your end-users. I’ve experienced this level of support with Key Digital in the past, and know from the short time we’ve been working with them again, that both MotherDuck and the folks that we serve here in the Midwest, can expect nothing less from our new partner, Key Digital.”

“MotherDuck Marketing and Sales is uniquely qualified to speak as respected peers to integrators and the dealers that serve them,” stated Rains. “We expect Key Digital to benefit enormously from the strong relationships Kelly and her team have built in the Midwest U.S.”

*…ends 388 words*

**About Key Digital**:

Led by digital television broadcast innovator Mike Tsinberg, Key Digital® is an lnfoComm, CEDIA, CES, and NAHB award-winning manufacturer of professional distributed video and control system equipment. Since 1999, Key Digital has led the constantly evolving AV industry by designing products that deliver industry-leading quality, performance, and reliability to corporate, bar & restaurant, digital signage, education, government, and house-of-worship applications.

Key Digital products are designed and engineered in-house in Mount Vernon, NY. Superior quality, ease­ of-installation, and versatility are the result of strenuous research, development, and testing. Expertise and unparalleled knowledge have created a unique hardware-software suite solution ideal for the consultants, designers, and installation firms of the AV industry. Key Digital® is known to deliver best-in-class products based on quality, performance, and reliability.

For more information, visit our webpage at [*www.keydigital.org.*](http://www.keydigital.org.)

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