



**Contact:**

Laura Heilman | Director of Marketing and Business Development  
Office: 480.988.6079 | Email: [laura@inovativ.com](mailto:laura@inovativ.com)

**FOR IMMEDIATE RELEASE**

**INOVATIV Announces Exclusive Agreement to Manufacture, Sell and Distribute the Deploy**

Los Angeles, CA (June 28, 2019) – INOVATIV, the leader in providing innovative equipment and workstation accessories for the video and photography market, announces that the company has acquired Deploy and is assuming exclusive manufacturing, global sales, and distribution.

Deploy is a Los Angeles based cart manufacturer providing vertical style carts for the film and television industry. Deploy was started by Matt Conrad, a digital imaging tech who found the need for a vertical, rack-mounted cart, with a small footprint so he could work in any location. Deploy has grown an active and loyal following with set technicians around the world looking for a compact solution for working on set.

“Deploy was born out of sheer necessity to get around set with all my gear in a smaller footprint. I had no idea that a few years later there would be a whole army of them providing the same great functionality for set technicians around the world,” said Matt Conrad, Deploy Founder. “It was very important to me that whoever took Deploy over would keep the integrity of the product, make it better, and provide it to more people while keeping the vision of the original intact. I know INOVATIV will do that, and I’m really excited for what comes next.”

Founded in 2011, INOVATIV has worked to design and manufacture accessories and workstations that expand the possibilities for photographers, DITs, operators and creatives in all fields. INOVATIV was based on the frustration of the inadequate solutions that existed in the marketplace, founder and CEO Patrick Blewett designed his own interpretation of the equipment cart; which attracted the attention of other working professionals.

From the start INOVATIV has made an unforgettable mark as the leading workstation manufacturer and continues to strive to create quality products that help with workflow efficiency, gear security and collaboration on set.

“We are extremely pleased to begin the manufacturing and distribution of Deploy, and proud to offer another product to our customers that is designed, engineered and manufactured in the USA,” said Patrick Blewett, INOVATIV CEO. “The Deploy workstation allows INOVATIV the opportunity to add another high-quality workstation solution that will allow technicians to have a small footprint and help improve their workflow.”

**About INOVATIV**

INOVATIV is a design and manufacturing company that creates complete mobile workspaces featuring seamless accessory integration for creative professionals and techs of all kinds. For more information go to [www.INOVATIV.com](http://www.INOVATIV.com).