



## NEWS RELEASE

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## EDAC Names New Manufacturer's Representative to Serve Northern California & Northern Nevada

TORONTO, Canada – Nov 2017 - EDAC, a global leader in the design and manufacture of RoHS-compliant interconnect products, today announced **Bridge Marketing, Inc.** has been appointed to represent the EDAC connector lines in Northern California and Northern Nevada. With this addition to EDAC's global sales network, the Company continues to affirm its strategic initiative to provide customers with local design and engineering support, and access to their broad offering of quality connectors.

Bridge Marketing will sell and support EDAC's standard and custom interconnect products to OEMs and Distributors in a wide range of industrial, commercial, data storage, telecom, power generation, medical and consumer markets. Bridge Marketing, Inc. will provide hands-on field support to key accounts, and effectively promoting both standard products and EDAC's extensive custom connector capabilities.

Bridge Marketing is an established firm with over 30 years of history, serving its OEM and distribution partners in the Electronic and Electromechanical Component marketplace. "Bridge Marketing has exceptional customer relationships and utilizes a solutions approach to application requirements". "This fits well with EDAC's custom capabilities and we are confident they will add significant value to our customer base"., said Kevin Stark Regional Sales Mgr. EDAC.

*"EDAC is very pleased to have companies of Bridge Marketing's caliber representing our interconnect products in the Northern California and Northern Nevada markets. They have an outstanding reputation for excellent service to their customers and our distribution partners.*

**About EDAC:**

EDAC has been designing and manufacturing interconnect products for over 50 years. Today EDAC supplies a wide variety of products to customers globally. We understand our markets and provide off-the-shelf and customized products manufactured to the highest quality standards.

Whether your requirement is fully custom, semi-custom, enhanced, or you need to replace an end of life part, we are dedicated to solving problems and supplying solutions to ensure you get the right product for your application. Our Experience Makes the Difference.

Connectors have evolved over the last 50 years and EDAC has been one of the leaders in the industry's evolution. EDAC offers a wide range of products including Card Edge, Rack and Panel, RJ45, USB & Firewire, Waterproof, PLCC Sockets, Headers and D-Subs.

At EDAC we pride ourselves on our flexible approach to making standard connectors into custom connectors to meet specific customer requirements. It's what makes us "Stand out from the Crowd"!

We can manufacture 'made-to-spec' product when an off-the-shelf product doesn't meet customer requirements. We are also able to move fast – from concept into production in just 12 weeks, with prototypes as quick as 4 weeks.

We have experienced Engineering Teams ready to build to a specification and produce models and drawings. Quick turn samples available based on 3D printing rapid prototyping.