

PRESS RELEASE

EDAC Moves To Enhance Demand Creation and Customer Support in UK, Italy, Spain and France

- appoints distributor Acal BFi to increase local sales and support of EDAC and MH Connector products

Wellingborough UK. Tuesday 24th March 2015: Connector specialist EDAC Group and its subsidiary MH Connectors have concluded a multi country Distribution agreement with Acal BFi spanning the key territories of UK, Italy, Spain and France. Acal BFi is tasked with increasing demand creation and customer support levels in the four countries for the full range of EDAC standard RJ45 modular and magnetic jacks, card edge, rack & panel and E-Seal IP67 sealed connectors, together with the D-Sub and hood/backshell products developed and manufactured by MH Connectors.

Welcoming Acal BFi into the EDAC fold, Damien Croft Head Of Sales EDAC Europe said that the high regard for EDAC/MH connector products that already exists in UK, Italy, Spain and France necessitated an enhancement to its distributor network in these territories: "As a company with a remarkable reputation for demand creation and customer support delivered from strategically located local facilities - two in the UK, two in Italy and one each in Spain and France - I'm confident Acal BFi will make a speedy and notable contribution to achieving our ambitious sales and customer support targets in these four key territories," Croft said.

Paul Webster, Group Product Management and Operations Director with Acal BFi commented " We are confident that our demand creation capabilities and the extensive range of complementary custom services that we offer our customers will bring significant new opportunities to the EDAC Group utilising their interconnect product portfolio" he continued "our strategy is to partner closely with leading suppliers such as EDAC and MH Connectors to ensure our customers are provided with the advanced devices and technical support they need solve their increasingly demanding design challenges".

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About EDAC

Originally known for its Rack & Panel and card edge connectors, the EDAC product range has grown to include a wide range of RJ45 modular and magnetic jacks, USB and waterproof in-line connectors. EDAC offers over 435,000 different variants of card edge connectors and recently rebranded the range under the trade name "CardEDGE+" in recognition of the significantly expanded product portfolio. The company has established an enviable reputation as experts in connector customisation and is able to cite case studies to illustrate completely bespoke products that in many cases have been taken from initial concept to full production within just twelve weeks. For more details please visit www.edac.net

EDAC owns UK-based MH Connectors, a brand highly respected for its high quality D-Subs, Hoods / Backshells and associated products. MH Connectors will celebrate its 30th anniversary this year. See more at www.mhconnectors.com

About Acal BFi

Part of the Acal PLC Group, Acal BFi is a European leader in advanced technology solutions. The company provides marketing, engineering, design, manufacturing and custom services and is the only such provider with the infrastructure necessary to deliver a broad complementary range of specialist products and bespoke solutions across Europe. Serving all industrial sectors and operating with focused strategic business units covering all electronic and photonics technology Acal BFi has operating companies across Europe including the UK, Germany, France, Benelux, Italy, Poland, Spain and the Nordic region. Additionally, Acal BFi has operating companies in India, USA, Asia (China and South Korea) and South Africa

