



ELECTRONICS REPRESENTATIVES ASSOCIATION

FOR IMMEDIATE RELEASE – Nov. 10, 2017

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ERA Launches New Website

The Electronics Representatives Association (ERA) announces the unveiling of its new website, which offers users a streamlined and convenient browsing experience.

The fully redesigned homepage introduces new features such as ERA News, Industry News, Expert Commentaries and Videos, all designed to help keep members up-to-date on important industry information and upcoming ERA national and chapter events.

The new look, simplified site navigation and page menus ensure a smooth browsing experience, enabling users to access key information such as ERA's comprehensive member resources section, Lines Available and Rep Locator services.

ERA members will continue to enjoy the benefits of member login/user accounts and access to ERA's unlimited resources, industry experts and consultants, continuing education, surveys and much more. Members will receive detailed instructions guiding them how to gain login access to the new site. A complete archive of *The Representor* magazine and ERA's bimonthly Teleforums are also a simple click away.

ERA CEO Walter E. Tobin said, "We are very excited about ERA's new website and the robust information it provides to all three constituents of our membership — reps, manufacturers and distributors. We believe that the new site will allow our visitors to have a very informative experience and continue to strengthen ERA's mission to support the professional field sales function."

For more information, visit era.org.

About ERA

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. ERA member representative firms (often called "reps") provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit era.org.

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