 **electronics representatives association**

**FOR IMMEDIATE RELEASE:** July 20, 2017

**Contact:** Neda Simeonova / Communications Director / nsimeonova@era.org

**ERA Welcomes RFMW as Its Latest Global Distributor Member**

The Electronics Representatives Association (ERA) announced that RFMW, Ltd. has joined ERA as a global distributor member. RFMW is a specialized distributor of RF and Microwave products providing consultative component selection, value add, and design solutions through a focused technical sales and marketing organization.

ERA CEO Walter E. Tobin shared his thoughts on the importance of this partnership, “I am delighted to welcome RFMW as ERA’s latest global distributor member. RFMW’s expertise in RF and Microwave semiconductors, coaxial connectors and cable assemblies, and passive components offers our industry a truly differentiated value proposition. ERA is proud to include them into its global distribution membership.”

“RFMW shares ERA’s philosophy that when manufacturers’ representatives and distributors work together, both become stronger at the customer and therefore better serve both customer and manufacturer,” said Joel Levine, president and CEO of RFMW, Ltd. “As RFMW expands our global footprint and grows market share in the specialized RF and Microwave industry, working with manufacturers’ reps compounds sales effectiveness. In advocating for reps and distributors, ERA supports its members by optimizing the professional field sales function.”

**About RFMW, Ltd.**

RFMW Ltd. is a specialty electronics distribution company focused exclusively on serving customers that require RF and microwave components and semiconductors, as well as component engineering support. The company continues to expand its list of products from selective suppliers with RF/microwave expertise. RFMW deploys a highly experienced, technically skilled team to assist customers with component selection and fulfillment.

To learn more about RFMW, visit their website at www.rfmw.com, or call us at 1.877.FOR.RFMW (367-7369), or via email at info@rfmw.com.

**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](http://era.org).

###

**Electronics Representatives Association**

**1325 S. Arlington Heights Road, Suite 204 • Elk Grove Village, IL 60007**

**phone: 312-419-1432 • fax: 312-419-1660 • email: info@era.org • URL: www.era.org**