



ELECTRONICS REPRESENTATIVES ASSOCIATION

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ERA Welcomes Avnet as its Latest Global Distributor Member

The Electronics Representatives Association (ERA) announced that Avnet — a worldwide distributor with a comprehensive portfolio of design and supply chain services — has joined ERA as a global distributor member. Avnet is the latest addition to ERA’s fast-growing distributor membership.

Avnet supports companies of all sizes — from small startups to large multinational corporations — to move swiftly and seamlessly from idea and product concept to volume production. It helps customers and suppliers around the world navigate each phase of the product innovation and technology lifecycle and accelerate time to market, drive cost efficiency and manage technological complexity.

“ERA membership provides a foundation for Avnet to work with our rep partners to streamline processes and create programs that will drive maximum efficiency in our relationships,” said Chuck Delph, president of the Americas for Avnet. “Our participation also allows the reps to provide direct feedback to Avnet on current initiatives and performance that oftentimes can help us better serve our customers — which is invaluable.”

Delph added, “Avnet understands the rep model and how to best work within it to drive growth. ERA membership allows us to contribute to both optimizing today’s model for supplier and customer benefit and it also provides the forum to explore future models to drive even greater optimization and growth.”

ERA CEO Walter E. Tobin shared his thoughts on the importance of this partnership: “Avnet is well known for its commitment to helping customers find the optimal path for success. I am delighted to welcome Avnet as ERA’s latest global distributor member.”

About Avnet

From idea to design and from prototype to production, Avnet supports customers at each stage of a product’s lifecycle. A comprehensive portfolio of design and supply chain services makes Avnet the go-to guide for innovators who set the pace for technological change. For nearly a century, Avnet has helped its customers and suppliers around the world realize the transformative possibilities of technology. Learn more about Avnet at www.avnet.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.

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