



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **ERA Welcomes Arrow Electronics as its Latest Global Distributor Member**

The Electronics Representatives Association (ERA) announced that Arrow Electronics — a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions — has joined ERA as a global distributor member.

Arrow serves as a supply channel partner for more than 150,000 original equipment manufacturers, value-added resellers, contract manufacturers and commercial customers through a global network. The company maintains more than 300 sales facilities and 45 distribution and value-added centers, serving more than 80 countries.

“Arrow is honored to become a member of ERA as this outstanding organization provides us the platform to better align with our rep partners to develop and engage in strategic initiatives that drive growth and provide an extraordinary experience for our customers,” said Arrow Electronics President of Americas Components John Drabik. “Arrow is committed to the Rep Model as our rep partners play a key role in helping us guide innovation forward.”

ERA CEO Walter E. Tobin expressed his thoughts on Arrow becoming its latest global distribution member: “Arrow Electronics is known for its dedication to providing industry-leading services and support to its customers and suppliers worldwide. ERA is excited to welcome Arrow as its latest global distributor member.”

#### **About ERA**

The 83-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).

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