



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **Peerless Electronics Joins ERA as a Distributor Member**

The Electronics Representatives Association (ERA) announced that Peerless Electronics Inc. — a solutions provider and distributor of electromechanical, passive and interconnect products — has joined ERA as its latest distributor member.

Peerless Electronics offers comprehensive technical support, advanced customer stocking programs and more than 50 different value added customer-tailored assembly services. It is an authorized stocking distributor for many leading manufacturers, including Sensata Technologies, Honeywell Sensing and Control Eaton Aerospace, Eaton Vehicle Controls, TE Connectivity, Dialight, Eaton Cooper Bussmann, Switchcraft, Danfoss, OTTO Controls, Grayhill, Marathon Special Products (Kulka), Pentair and more.

“Our decision to join the ERA was both strategic and tactical,” said William Gallucci, president of Peerless Electronics. “We were impressed with the ERA’s focus on the pulse of the industry, as well as its commitment to continuing education as a means to provide advantages for its membership. We felt it was time for Peerless Electronics to be a part of it. We also were influenced by *‘The Representor’* as a vehicle, the incisiveness of the annual Industry Forecast, as well as availability of topical white papers. We feel that membership in ERA brings us closer to the forces that energize the marketplace, and we look forward to being active in the organization.”

ERA CEO Walter E. Tobin shared his thoughts on this new partnership: “Peerless Electronics is a highly respected distributor in the industry and known for delivering a comprehensive portfolio of products, services and solutions to its customers. I am delighted to welcome Peerless Electronics as ERA’s latest distributor member.”

#### **About Peerless**

Peerless Electronics Inc. is broad line stocking distributor of electromechanical, passive and interconnect products, as well as a provider of Value Added solutions. An industry leader since our founding in 1945, we are guided by an unwavering commitment to total customer satisfaction, a cultural principle that characterizes our organization from top to bottom. Our customers depend on Peerless for fast delivery of products ranging from switches, relays, circuit breakers, thermostats and sensors, to terminal blocks, contactors, connectors, and fuses, to indicator lights, LEDs, lamps, terminals, splices and ejectors. For more information about Peerless Electronics, visit [peerlesselectronics.com](http://peerlesselectronics.com)

**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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