

ERA PRESS RELEASE

May 1, 2026

Contact: Clare Kluck / Communications Director / ckluck@era.org

Electronics Representatives Association (ERA) Welcomes Zenode as New Recognized Resource Partner



The Electronics Representatives Association (ERA) is pleased to announce the addition of Zenode, an AI-driven component search platform, to its list of Recognized Resource vendor partners.

In an industry where speed is critical, electronics sales representatives often spend hours manually cross-referencing customer bills of materials (BOMs) against their represented lines. This complex evaluation—which involves comparing technical specifications, pinouts, footprints and functional differences—traditionally requires days of back-and-forth communication with engineers.

Zenode is set to transform this workflow with its upcoming Alts tool, debuting on May 5. The tool performs comprehensive part comparisons in approximately one minute per component, providing sourced documentation for immediate engineering review.

“We are thrilled to be the newest ERA Recognized Resource and trusted vendor to ERA members,” said Brandon Bourn, CEO of Zenode. “We’re confident our AI-driven tools can give reps the answers they need on parts quickly and accurately. Our tools don’t replace the rep’s relationships or judgment, it gives them a faster, more accurate way to show up with the answer.”

“We welcome Zenode on board to our esteemed list of ERA vendor partners,” said Eddie Smith, ERA CEO. “Zenode offers a strong, AI-based components search platform that helps engineers and salespeople conduct comprehensive cross-reference evaluation in minutes instead of days. This is a significant value-add for our members.”

Visit zenode.ai for more information.



About ERA

The 91-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. For more information about ERA, visit era.org.