

Sullins connector solutions adds new Asia-Pacific distributors to enhance and localize customer support

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Newly Named Distributors to Further Advance OEMs' Time-to-Market and Product Development Initiatives throughout Korea and the Philippines.

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Sullins Connector Solutions, a global leader in the design and manufacturing of RoHS-compliant board level interconnect products, today announced that Korea-based K2 Connector Experts and Wings Technology Enterprise, Inc. in the Philippines, have been named to distribute and stock Sullins and Micro Plastic standard and custom edgecards, headers, bi-level and CompactPCI™ connectors. In collaboration with Sullins' Taipei, Taiwan operating center, these organizations will offer customers engineering and manufacturing services, logistical support, and integrated management services throughout all phases of the product development cycle, from design to production, to delivery. Sullins' interconnects are widely employed in a broad range of mission-critical industrial, commercial, military and consumer applications within the Asia-Pacific region.

Charged with providing OEMs with unparalleled customer service and local access to Sullins' standard and custom interconnects, K2 Connector Experts and Wings Technology Enterprise will strategically identify custom application opportunities for Sullins' parts. Specifically targeted are high-temperature, high-cycle life applications including test and burn-in ovens, communication systems, process control, medical equipment, instrumentation, and automotive applications. Sullins' extensive portfolio of parts engineered for these purposes include PCI Express® (PCIe) card edge connectors, Insulation Displacement Connectors (IDC), ruggedized double point card edge connectors, fully shrouded box headers and mates, and double-row male card edge connectors. Additionally offered are an array of terminations, contact center dimensions, contact finishes, number of contact positions and mounting styles. A variety of insulator/contact materials is also available.

"Sullins is delighted to have named K2 Connector Experts and Wings Technology Enterprise to support customers' time-to-market and profitability objectives in Korea and the Philippines," stated Wade Harb, Sullins CEO. In addition to maintaining high stocking levels of Sullins' interconnects, these distributors' design and engineering expertise, coupled with first-hand knowledge of local markets, will prove an invaluable asset to OEMs. The addition of channel partners of this caliber reemphasizes our commitment to serving the Asia-Pacific market with superior marketing, sales, manufacturing, engineering, and custom design services."

M. H. Kim, CEO-President of K2 Connector Experts in Korea commented, "Sullins' connector offering is the ideal extension to our existing lines of quality interconnects. We are eager to introduce their portfolio of connectors and customization capabilities to customers, and develop a strong market for these devices in Korea. This new partnership further establishes K2 Connector Experts as a key source of Sullins connectors in Korea, especially with the value-added services Sullins provides. We anticipate these devices selling very well in an array of specialty applications, particularly with Sullins' rapid turnaround of custom parts."

"We are pleased to be joining Sullins' global family of distributors and helping them to strengthen their position in this region", said Luis Martin Harder, CEO-President of Wings Technology Enterprise, Inc. in the Philippines. "We have in place plans to proactively increase awareness of Sullins' lines and ensure customers are informed of their wide-ranging customization capabilities and logistical support services. As Wings Technology has a well-earned reputation for the on-time delivery of innovative and competitively priced interconnect solutions, we know our new partnership with Sullins will prove highly successful."

About Sullins Connector Solutions

Headquartered in San Marcos, CA, Sullins Connector Solutions, Inc. (www.sullinscorp.com) has been a world leader in the design, engineering, and manufacturing of high-quality edge cards and headers since 1971. The Company provides the industry's widest selection of UL/CUL approved edgecards, and additionally offers product development services together with engineering support. Sullins' edgecards, headers, bi-level and CompactPCI™ connectors are widely specified for use in mission-critical applications by a broad spectrum of leading industrial, commercial, military and consumer products manufacturers. Sullins' connectors and interconnect systems are available through a global network of sales representatives and distributors.

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