



**Positronic®**

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## FOR IMMEDIATE RELEASE

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## **Positronic Names PEI-Genesis as an Authorized Distributor**

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Positronic, a global manufacturer of high reliability electronic connector products based in Springfield, Missouri, USA, has named PEI-Genesis as an authorized distributor for the full line of Positronic products in the Americas region.

“This is a major milestone for our new channel to market strategy in this region,” said Positronic CEO, John Gentry. “Their value-added capabilities and focus on interconnect solutions will serve our customer base well.”

According to Stephen Fisher, President and CEO of PEI-Genesis, “Adding Positronic strengthens our line-up of the industry’s top connector brands and enhances our extensive and unmatched high mix, low volume value-added capabilities. Leveraging our engineering services with the breadth and depth of the Positronic offering provides customers with enhanced capabilities. We are thrilled to partner with a company that shares so many of our core values.”

Founded in 1946, with headquarters in Philadelphia, PA, PEI-Genesis partners with customers in the design and supply of engineered connector solutions that meet specific application requirements and then delivers an extraordinary level of speed, service and quality.

To learn more about Positronic products available from PEI-Genesis, visit [www.peigenesis.com](http://www.peigenesis.com).

### **About Positronic:**

Founded in 1966, Positronic is a global manufacturer of highly reliable electronic connectors known for distinctive core capabilities, including solid machined contacts with low resistance/high conductivity for use in standard and quick--turn custom connectors. Key products include high power, D-sub, rectangular, modular and circular connectors. Customized solutions are available as well. Positronic is known globally for the unique ability to quickly modify existing designs or create new products to meet application-specific needs. Visit <http://www.connectpositronic.com> for more details.

### **About PEI-Genesis**

PEI-Genesis is one of the world’s fastest assemblers of precision connectors and cable assemblies. From the largest connector component inventory in the world, they develop engineered solutions that

support the military, industrial, medical, aerospace, transportation, and energy sectors worldwide. Headquartered in Philadelphia, PA, PEI-Genesis has production facilities in South Bend, IN; Chandler, AZ; Nogales, MX; Southampton, UK; and Zhuhai, China as well as sales offices throughout the Americas, Europe and Asia. More information may be found at [www.peigenesis.com](http://www.peigenesis.com).