Powerstax Appoint Wavelength Electronics as UK Manufacturers Representative for MIL Power Solutions

Powerstax, one of Europes leading value-added power solutions manufacturers, has added Kent based Wavelength Electronics Limited to its global network of sales representatives to ensure its UK customers get a fast response to all their power conversion requirements from a highly experienced and technically able source. Established in 1992 Wavelength Electronics is a multi-line Manufacturers Representative company offering electronic components to UK OEMs from a carefully selected range electronic component and sub-assembly manufacturers. Wavelength will supply Powerstax with sales support presenting Powerstax products and searching for applications where Powerstax can provide the optimum power supply solution. Wavelength will supply Powerstax customers with product and sales information and the opportunity to buy direct from Powerstax at factory door prices.

Rob Hill, Director of Sales - EMEA for Powerstax, comments: "We are very pleased to appoint Wavelength Electronics their UK Manufacturers Representative. Wavelength has an extensive knowledge of our UK customer base and fully understands the complex needs of MIL and Aerospace OEMs. This appointment is an important part of our customer sales and support strategy which is designed to ensure fast response and best-fit commercial and COTS power solutions."

Wavelength Electronics will present Powerstaxs extensive range of standard, value-added and custom AC & DC power solutions for a broad range of fixed and mobile applications including hot swap front end AC-DC bulk power, DC-DC converter bricks and modules and programmable, modular rack mounted power supplies.

Paul Glover, Managing Director at Wavelength Electronics Ltd, comments: "Powerstax is a perfect addition to the Wavelength Electronics Ltd product line card complementing our existing manufacturers of High Reliability Electronic Components and our specialist manufacturers of Power Control Components"

Hill continues: "We have been very successful working with Manufacturers Representatives in the USA. Its a business model that suits Powerstax and our customers well and we intend to make similar appointments throughout Europe over the coming months."

Source URL (retrieved on *07/11/2014 - 2:10am*):
http://www.ecnmag.com/news/2012/02/powerstax-appoint-wavelength-electronics-uk-manufacturers-representative-mil-power-solutions