** electronics representatives association**

**FOR IMMEDIATE RELEASE: May 1, 2018**

**Contact:** Neda Simeonova / Communications Director / [nsimeonova@era.org](mailto:nsimeonova@era.org)

**ERA Welcomes PUI as its Latest Distributor Member**

The Electronics Representatives Association (ERA) announced that PUI, an authorized distributor of electronic components, has joined ERA as a distributor member.

“PUI is pleased to announce that it has joined ERA as a new member,” said PUI Vice President of Marketing David Burgener. “The relationship with representatives is a critical one for distribution. We know the benefits of working closely with ERA and are looking forward to being an active member of this association.”

ERA CEO Walter E. Tobin shared his thoughts on the importance of this new partnership: “PUI has a reputation for high quality, and is a global partner who strives to deliver impeccable service and custom solutions to meet customers’ needs. I am excited to welcome PUI as ERA’s most recent distributor member.”

**About PUI**

Founded in 1980, PUI is an authorized distributor selling electronic components from manufacturers with a reputation for high quality. PUI is a privately held company that headquarters in Irvine, Calif., and has branch locations in Milpitas, Calif., and Billerica, Mass. Over the years, PUI has maintained a strong commitment to service and support of both customers and suppliers alike. Please visit our website at [www.gopui.com](http://www.gopui.com) or email us at [sales@gopui.com](mailto:sales@gopui.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://r20.rs6.net/tn.jsp?f=001jBy0ag5JT9Y-AzP18U2KIexTbF2A-CB9LKSVwElgcSOV93tSbvOSSsGJEbZ8GdGxRs_Dp3Ybqnk9sy_jRtdEo17AOv3UpS7mSmRm4zSh1whpnMz7ZB39uzcDQpvLYmKBEJQz8HyWiXgBG-8K5tPUm4bzmhE30wwA&c=Yc_NVQTn4bJ9j-byhXgp_kwCS-xXRdNFRS9mGNtLSupx9ttrBTwZZQ==&ch=tZr6CLIqalm-CR6JP3fLYAdz1b6b-K2Tjanwc6VobhiaxT4ZesmHmg==).

###

**Electronics Representatives Association**

**1325 S. Arlington Heights Road, Suite 204 • Elk Grove Village, IL 60007**

**T: 312-419-1432 • F: 312-419-1660 • info@era.org • www.era.org**