

## Simcona Earns E-T-A Certified Distributor Accreditation

E-T-A Circuit Breakers is pleased to announce that Simcona Electronics of Canada Inc. has earned all 3 levels of the E-T-A Certified Distributor Program. These levels include advanced technical training, a stocking program and a marketing co-op program.

This program was created by E-T-A to help improve the role of its distributors to provide in-depth technical training and access to E-T-A 's internal procedures to deliver better value for the customer.

"Determining the correct circuit protection for an application sounds straightforward," explains, E-T-A's Distribution Manager, "but many engineers design-in too little or too much protection, both of which can cause problems."

The distribution business in Canada has changed and the Canadian customer needs a well-trained distributor that can provide cost-effective solutions working closely with manufacturers.

"We are pleased to be part of this program," explains Eric Van Eecke. "we see a benefit in providing our customer base with this training. Our goal has always been to provide value-based solutions for the customer to design/build a better product and to assist them in being more cost-effective while reducing their time to market."

Simcona is a national distributor of electronic components serving OEMs as well as industrial and commercial end-users. With headquarters in London ON, Simcona has been providing value added service since 1992 including

technical and design assistance, customized packaging, bar-coding, kitting, JIT delivery, consignment inventory and integrated supply.

Service is the differentiating factor that separates Simcona from its competitors and the key to their future success. This integrated partnership with E-T-A will help them to be a leading force in the service driven distribution industry in Canada.

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