



## **Endicott Research Group (ERG) appoints Elatec Vertriebs GmbH as Distributor for East Central Europe**



**Haar, August 25, 2008** – Display Technology Specialist Elatec Vertriebs GmbH has signed distribution agreement with Endicott Research Group (ERG).

Under the terms of the agreement, Elatec Vertriebs GmbH will distribute the complete ERG product range in East Europe and Russia. ERG's display backlight inverters are used in the following market segments: Medical, Financial, POS, Aviation, Automotive, Industrial and others.

We are very pleased to have entered this partnership with ERG, the result of which is that our product portfolio has been enhanced in such a way that Elatec Vertriebs GmbH can provide now complete display system solutions explains Kurt Bosshard Department Director for the ELCO business unit at Elatec Vertriebs GmbH..

“It gives me great pleasure to welcome Elatec Vertriebs GmbH to our network. They bring a strong reputation for demand creation, led by an excellent applications support team and a strong technical sales force,” says Roland Knuchel, European Sales Manager. “ERG complements this with an excellent range of high quality backlight driver solutions for advanced display solutions. We are looking forward to working with Elatec Vertriebs GmbH and their customers to provide a competitive edge in the market.”

### About ERG:

ERG, Inc. offers the industry's widest range of DC-AC inverters for powering backlit flat panel displays. ERG supports all major manufacturers of CCFL, LED and EL-backlit LCDs, and offers a broad array of standard and custom solutions. We don't just sell display power supplies, we provide display power solutions.

ERG has been matching DC-AC inverters to backlit LCDs since 1979 for customers in the USA and around the world. We design and manufacture our own magnetic components, and we understand the importance of designing in the right power supply when you're designing your display.

No one offers the range of inverters, the application know-how, the customer support or the fast delivery times you get from ERG. If you have a backlit information display, ERG has the inverter to match it so you get optimal brightness, long lamp life, and dependable performance. With ERG, you are guaranteed to get an inverter that works with your display.



For further information and illustration material see: [www.ergpower.com](http://www.ergpower.com)

#### About Elatec Vertriebs GmbH

Elatec is a highly specialised distributor of Semiconductors, Industrial Computing Systems, Display Technologies, RFID, IT security and Telecom solutions. Elatec has 9 sales & marketing offices throughout East Central Europe & Russia and provides a broad product portfolio from world leading suppliers to all market segments in the electronics industry.

More about Elatec at: [www.ElatecWorld.com](http://www.ElatecWorld.com)

#### Elatec PR Contact

Manfed Oelkers - Director Communications  
Hans-Pinsel-Str. 10b  
D-85540 Haar – Germany

Phone           +49 (0)89 4623 07 12  
Fax               +49 (0)89 4623 07 99  
E-Mail:         [m.oelkers@elatecworld.com](mailto:m.oelkers@elatecworld.com)

Endicott Research Group (ERG) Europe PR Contact  
Roland Knuchel / European Sales Manager  
Allmendstrasse 28  
2562 Port - Switzerland

Phone:          +41 32 331 35 66  
Fax:             +41 32 331 13 59  
E-Mail:         [rknuchel@ergpower.com](mailto:rknuchel@ergpower.com)