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Practical Components Increases Distributor Network In Middle East

FOR IMMEDIATE RELEASE

LOS ALAMITOS, CA — September 2015 — Practical Components Inc., a worldwide supplier of dummy components, test boards and training kits, has appointed Neuro Technology Middle East Fze as its exclusive distributor of its products throughout the Middle East.

“We welcome Neuro Technology Middle East Fze. as our newest international distributor.,” said Kevin Laphen, president of Practical Components. “Neuro Technology are electronic assembly experts and responsible for sales in the Mid-East. With their staff of knowledgeable product soldering and assembly specialists, engineers and a well-equipped training and demonstration facility that trains to IPC standards and all current ESD standards, we are confident Neuro Technology will be a successful partner for Practical’s International business.”

Neuro Technology prides itself on its sustained growth in the Avionics, Military, Medical, and Oil & Gas industries and has a technical team that works to provide their customers with the highest quality training, products and brands. Neuro specializes in high technology, product quality and exceptional service and they are the key features what makes it stand out from competitors. Practical Components’ dummy technology is a new offering for Neuro Technology and further expands its already extensive repertoire.

“Practical Components chose Neuro Technology for its expertise in the above areas as well as its process knowledge, attention to detail and follow-up that Practical customers have come to expect,” said Kevin Laphen, President of Practical Components Inc. “This new sales relationship demonstrates our commitment to providing high-quality solutions and services to the expanding Middle Eastern market. Neuro’s broad coverage of the territory combined with its highly

technical support team will greatly accelerate the adoption of Practicals' low-cost process solutions throughout the Middle East.”

Nuro Technology is a top manufacturers' distributor for the electronics industry and will represent Practical Components' full line of products. Headquartered in Dubai, Neuro Technology Middle East Fze may be contacted at Dubai Airport Free Zone, U.A.E.
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About Practical Components®

Since 1996, Practical Components has been the world's leading supplier of dummy components, which are the exact mechanical equivalents of live components, used when only the physical properties of the components are required. These components can cost as much as 80% less than live components, making them ideal for testing of solder processes, machine setup and other process evaluations. Practical Components is headquartered in Los Alamitos CA and has a worldwide distribution network. For more information, visit www.practicalcomponents.com.

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