



Creating a Flexible Future

PFC Press Release

PFC Flexible Circuits expands sales coverage

July 15, 2011, Toronto, Ontario Canada

PFC Flexible Circuits Limited a designer, manufacturer, and assembler of flexible printed circuits announced today that it has hired Envision Design Tech, a division of Astrorep Inc. This addition to PFC's manufacture representative network affirms PFC's commitment and strategic initiative to provide customers and prospects with a local presence and support network.

PFC was looking for local technical sales support for Eastern PA, Southern New Jersey, Delaware, Maryland, Washington DC and Virginia.

"PFC has been using the manufacturer's representative model for many years and it just works. We look for electro mechanical, interconnect, and circuit sales experience. In addition, we look for rep companies contracted with manufacturers that are complimentary. The Envision Design Tech Team has a solid customer base, the experience we were looking for and a line card that makes complimentary selling sense ", said Steve Kelly, President and Founder of PFC.

"PFC is a good fit for our customer base. We look forward to supporting our customers with design, manufacturing, and assembling of flex circuits. It is a great fit to our product portfolio" said Mike Villanti, President of Envision Design Tech an Astrorep Inc. Company.

PFC is planning to expand its manufacturer's representative network over the next 6 months including areas such as Southern California, San Diego, and Minneapolis.

About PFC: PFC designs, manufactures and assembles Flexible Printed Circuits. Capabilities include single, double and multi-layer flex as well as rigid flex. Fine-line technology, impedance Control, and SMT flex assembly are our specialties. PFC was founded in 1997 in Toronto, Canada and has been profitable since its inception. For more information about Flex Assembly and **PFC**, *Please visit our new web site* www.pfcflex.com.

About Envision Design Tech: Envision Design Tech, was established in 2001 as a result of the expansion of Astrorep Inc., an Electronic Sales Representative firm, who has been successfully servicing customers in the Metropolitan NY/NJ markets since 1968. The territory covered by Envision Design Tech, includes Eastern Pa., So. NJ., Delaware, Maryland, Washington D.C., Virginia, and West Virginia. Representing quality manufacturers of complementary technologies allows for a broad offering of product solutions for our customers. **Web site** www.EnvisionDT.com

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