

POWERBOX
Mastering Power

Powerbox Adds Manufacturers' Representative Fusion Sourcing Group to North America Sales Team

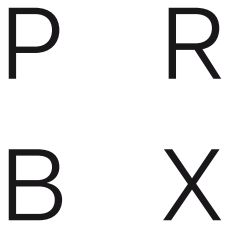
Press Release
December 08, 2016

Powerbox (PRBX), one of Europe's largest power supply companies, and a leading force for four decades in optimizing power solutions for demanding applications, announced the addition of Fusion Sourcing Group as one of their manufacturing sales representative partners on the East Coast. Headquartered in NJ, with local offices in NY, NJ, Eastern PA, DE, MD, and VA, Fusion Sourcing Group brings to PRBX an immediate extended reach of highly capable, highly motivated, specialized power electronics sales professionals, who share in our common mission – to build lasting relationships with customer partners who value creative solutions to challenging power conversion problems in demanding applications.

According to Christopher Lins, Powerbox Vice President of Sales – North America, "Building a strong PRBX business in North America depends upon building strong partnership relationships with existing and potential customers. The pace at which we are able to accomplish this task is largely dependent on the pace at which we are able to find qualified opportunities in our target markets at the right time. The Fusion Sourcing Group team is laser-focused on power electronics. I am highly confident our combined efforts will offer customers a compelling safe-harbor in a sea of competing forces. When all you do is power, it matters."

Adds Martin Sjöstrand, Powerbox CEO, "We are thrilled by this partnership, which by adding Fusion Sourcing Group local market knowledge, power product expertise, and a team of highly skilled sales professionals, will benefit all of our customers by bringing differentiated power solutions to their demanding applications."

Gary Chessen, President of Fusion Sourcing Group, stated, "Powerbox' concentration on defining and creating innovative power solutions tailored to customer needs is a perfect addition for Fusion Sourcing Group in our mission to 'Be a Resource' for the customers we serve. Fusion's long-term commitment and history in the power electronics market place, coupled with Powerbox' extensive capabilities portfolio and product line up, puts us in a great position to meet our customers' requirements for current and future generations of products and applications. We are excited to be on board!"



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About Powerbox

Founded in 1974, with headquarters in Sweden and local operations in 15 countries on four continents, Powerbox serves customers around the globe. We focus on four major markets - industrial, medical, railway and transportation, and defense - for which the company designs and markets premium quality power conversion systems for demanding applications. Our mission is to use our expertise to increase our customers' competitiveness by meeting their entire power needs. Every aspect of our business is focused on that goal, from the design of the advanced components that go into in our products to our customer service. Powerbox is recognized for technical innovations that reduce energy consumption and the company's ability to manage the full product lifecycle, minimizing environmental impacts.

For more information

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From left to right:

Martin Sjöstrand – Powerbox, CEO

Gary Chessen – Fusion Sourcing Group, President

Christopher Lins – Powerbox, Vice President of Sales – North America

Chuck Tanzola – Fusion Sourcing Group, Vice President – Business Development

Martin Fredmark – Powerbox, Vice President – Product Management

Matt Silva – Powerbox, Regional Sales Manager