

Press Release

Azoteq adds new Representative

Azoteq now represented in Texas, Oklahoma, Arkansas, Louisiana, Mexico & Central America

Austin, Texas, May 9, 2017 - **Azoteq**, a pioneer in sensor fusion, today announced the appointment of a new manufacturers' representative.

Kruvand Associates comes on board and will address Texas, Oklahoma, Arkansas, Louisiana, Mexico and Central America. Kruvand is head quartered in Dallas Fort Worth, Texas. A professional team of 34 sales professionals serve the electronics engineering community in this region.

"Azoteq partnered with **Kruvand** because of their vast experience, access to all major customers in the region and the very experienced sales force," said Jean Viljoen, Azoteq's VP of Marketing.

About Azoteq

Azoteq (www.azoteq.com) is a pioneer in multi-sensor technologies. With more than 12 years of capacitive sensing experience, the sensor offering is now expanded to include ProxFusion™: multi-sensor technologies on single ICs. The first generation of ProxFusion™ offers capacitive sensing, Hall-effect, IR, PIR, inductive and ambient light sensing. Azoteq has design and manufacturing centers in South Africa and China, and sales offices and distributors in South Africa, Asia, Europe and the USA.

About Kruvand

Kruvand Associates is a technical sales organization, focused on Interconnect, Passive and Electromechanical manufacturers, with a special emphasis on EMI / RFI and Thermal solutions, embedded systems & Displays, circuit protection, active components, materials & packaging.

Founded in 1971, our employee-owned corporation, ensures longevity of our associates, and positions us in the marketplace, to maintain and develop lucrative, long-term partnerships.

Our sales people have years of experience in this high-tech industry and are very experienced and used to working with multiple CRM tools daily such as Salesforce.com.

We are extremely thorough with documenting our design activity, and work side by side with our Distributor partners to assist in registering designs and assisting them with getting critical information they need from our manufacturers we represent. We have a huge data base and do extensive marketing. Our valued customers have depended on us to assist with Design Services, and help them by assisting in all aspects of design to delivering components fast for their Quick Turn prototypes.

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