

## **Representation Agreement Enables Firecomms to Expand Sales & Support into Key Markets**

*Customers in U.S. Midwest to Benefit with Enhanced Service*

**Austin, Texas, September 2017** - Firecomms, a global leader in the provision of fiber optic solutions and optical transceivers, announces the signing of a representative agreement with CC Electro, a well-respected manufacturers' representative company that will offer the company's world class fiber optic transceiver products to key industrial automation, transportation, and medical businesses in the U.S. Midwest region.

As an extension of Firecomms' in-house sales and apps support group, CC Electro provides a sizable sales team, employing sales engineers and support from 5 locations in the U.S. Midwest region.

"CC Electro's impressive team of field reps and inside sales support adds significant value to both the Firecomms organization and to the customer base in their region," says **Lawrence Thorne**, Firecomms Vice President of Sales & Marketing, The Americas. "With more than 35 years of growing sales in the region, CC Electro's collaborative approach to sales and support will blend well with Firecomms' corporate mission."

**Carol Cohen**, President and Founder of C C Electro Sales Inc. adds, "The CC Electro team is pleased to have been appointed Firecomms' representative in our region. The Firecomms product line fills a void in our line card relative to servicing our broad customer base with fiber optic solutions. We are looking forward to a long and successful partnership with Firecomms."

### **About Firecomms**

Firecomms is a global leader in the provision of fibre optic solutions and optical transceivers, combining state-of-the-art compound and silicon semiconductor technologies with inventive small-scale integration. Firecomms pioneered highly efficient RCLEDs, the connectorless OptoLock® transceiver, and many other innovative technologies that have transformed our customers' products in multi-discipline market segments of power & energy, industrial, transportation, medical, gaming, mil/aero and consumer.

As a global company, Firecomms is jointly headquartered in Cork, Ireland and Tongxiang, China. Supported by a global footprint of distribution and logistics teams, with additional facilities in the USA, Europe, Shanghai and Southeast Asia.

In Ireland, R&D is driven by an experienced team of PhD researchers and engineers, while world-class manufacturing is based in China.

Providing discrete devices to full-fledged optical communication solutions at board level, Firecomms brings a wealth of knowledge in optics, semiconductors, light sources and receiver design, enabling customers to implement solutions with standard Firecomms components or custom designed solutions.

[www.firecomms.com](http://www.firecomms.com)

### **About CC Electro Sales Inc.**

With headquarters in Indianapolis, CC Electro has excelled in the sales and marketing of electronic components since 1981. CC Electro has an authorized distributor management team that ensures high-quality customer service equally through training and prompt support identifying, monitoring and supporting trends in the market. CC Electro also enrolls in continuing education programs, supporting philanthropy and maintains membership as well as leadership positions in pertinent industry associations.

[www.ccrep.com](http://www.ccrep.com)

### **Further Information:**

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