

Distribution

Charcroft to build and manage pan-European sales network for Comair Rotron

Specialist passive, emech and interconnect distributor and passives manufacturer, Charcroft Electronics, has signed a pan-European agreement to build and manage the European sales operation for fan manufacturer, Comair Rotron. The agreement is believed to be the first of its kind in the industry and follows the customer acquisition of Comair Rotron from administrators, by W.E.T. Automotive Systems in October 2008.

W.E.T. Automotive Systems AG, a leading supplier of car-seat heating systems, was a Comair Rotron customer. It has now acquired the company's patents and brands as well as their manufacturing facility in China, following the completion of a number of conditions.

Charcroft's Electromechanical Product Specialist, Jeff Gurr, explains; "Charcroft was a UK distributor for Comair Rotron when the fan manufacturer called in the administrators in July 2008. W.E.T. Automotive Systems' acquisition of Comair Rotron ensures continued availability of Comair Rotron fans and blowers for themselves and for other existing and new customers. As the core activity for both W.E.T. and Comair Rotron is manufacturing, we have agreed to extend Charcroft's existing relationship by taking responsibility for Comair Rotron's sales activity through-out Europe, including developing and managing a network of distributors in key regions."

Comair Rotron's Paul Meechan, director of



Comair Rotron's Paul Meechan (left) and Charcroft's Paul Newman

sales, Europe and North America, added; "New times need new business models and, we believe, that this agreement has considerable advantages; it allows customers to benefit from Charcroft's expertise in technical sales whilst minimising overheads for Comair Rotron in Europe and allowing us to focus on developing custom fans and blowers."

Comair Rotron manufactures custom cooling assemblies such as AC and DC fans, blowers, impellers, motors, and accessories. Their range of fan modifications includes airflow and noise settings, environmental coatings, alarm outputs and application-specific speed control via voltage or PWM inputs, as well as fan tray assemblies, heat sinks and accessories.

Charcroft | www.charcroft.com