



Public Relations / Strategic Planning / Marketing Communications

Sample Press Release – Manufacturer

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RCD COMPONENTS UNVEILS VIP SERVICE
PACKAGE FOR SUBCONTRACTORS

(Manchester, NH) –RCD Components Inc., one of the world’s leading suppliers of passive electronic products, today introduced its VIP (Very Important Partner) Service Package for subcontractors.

According to Mark A. Arcidy, Vice President of Market Expansion, the VIP Service Package combines three of the most critical resources needed by today’s subcontractors: convenient one-stop shopping, preferred pricing, and “on-demand” component assembly for approved subcontractors.

“The VIP Service Package represents our on-going commitment to developing a true partnership with our customers,” Arcidy explained. “We’ve put together the service, pricing, and product elements that our customers want the most. We think it’s the best package of its kind in the industry.”

According to Arcidy, the VIP Service Package includes:

- 1) *“One stop shopping” at one of the world’s largest inventories of resistor, inductor, and delay line products. RCD’s one-billion plus inventory saves subcontractors the time and expense of using multiple sources. In addition, RCD’s unique SWIFT service allows customers to receive most non-stock or*

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non-standard items in as little as 48 hours.

- 2) *Preferred pricing for approved subcontractors.* RCD guarantees its lowest pricing for authorized distributors.
- 3) *“On-demand” assembly services.* RCD will reserve assembly space at one of its wholly owned, offshore facilities for approved subcontractors. They can assist customers with both long-term and short-term assembly requirements. By using RCD components in the finished product, customers can achieve even greater savings.

For more information about the VIP Service Package, you can call Mark Arcidy, Vice President of Market Expansion at 603-669-0053 Ext. 311, or write to RCD Components Inc., 520 East Industrial Park Drive, Manchester, NH 03109, or visit their website at <http://www.rcd-comp.com>.

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Acknowledged throughout the electronic components industry for its service and engineering excellence, RCD Components Inc. is one of the world’s leading manufacturers of resistors. Founded in 1973 by Louis J. Arcidy and headquartered in Manchester, New Hampshire, RCD continues to win and satisfy customers with its zero defects guarantee, fast turnaround on non-standard products, and an in-stock inventory of over one-billion items.