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API Alliance, Announces New Rep to Cover Ohio, Kentucky, & Southern Indiana

Fort Wayne, IN – API Alliance Inc., is very pleased to announce that Torlex Inc., is now representing API Alliance in Ohio, Kentucky, and Southern Indiana. Russ Hackworth and his team have combined over 100 years of sales representative experience. His experience in the electronic and electromechanical assembly arena will be invaluable as the company penetrates new markets.

Mike Gigli Vice President of API Alliance recently discussed the addition to the sales team. "Adding Russ and his team to our lineup really gives us the flexibility to cover more geography and to reach new customers. We are excited to have Russ and company on board with us. Russ's engineering background and relationships in the territory already have opened new doors for us. API's current growth pace will require a minimum 1-3 new office & engineering staff and an additional 10-12 assembly personnel by year's end."

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“We have already grown so much in the past couple of years that it was becoming a challenge for me to stay close to our existing customers while also getting in front of new prospects,” stated Kurt Webber, Business Development Manager for API Alliance. “I look forward to working with Russ and the Torlex team as we continue to see the demand for API electronic engineering services and assembly services grow in their territories.”

API Alliance, Inc.

In business since 1994, API Alliance started as Northern Apex Corporation. In January of 2008, the electronics division of Northern Apex Corporation changed its name to API Alliance and spun off from Northern Apex Corporation. as a separate entity. API Alliance, Inc. is a specialty electronics and electro-mechanical assembly and engineering company. Northern Apex and API Alliance Inc. are both privately held locally owned businesses. For more information, please visit the websites, www.northernapex.com, and www.apialliance.com.

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