

# POSITAL

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## FRABA

+++ Press Release +++

**POSITAL offers over 100,000 encoder models through Amazon.com**



**Hamilton, New Jersey, June 2014** – POSITAL has opened a new distribution channel for their high-performance IXARC rotary encoders and TILTIX inclinometers through an arrangement with the popular Amazon online retail portal.

Thanks to POSITAL-FRABA's unique modular design and fabrication techniques, the company is able to offer a wide range of mechanical and electronic options for their sensors, for a total of over 100,000 configurations. All of these products are listed in POSITAL's online Product Finder database. A special application programming interface (API) ensures that up-to-date product listings are automatically uploaded to Amazon's 'Industrial and Scientific' store. "The Amazon connection supplements our direct sales force and retail distributors," reports Jarrod Orszulak of POSITAL-FRABA Inc. "We recommend that customers use the Product Finder tool on the POSITAL web site to narrow their search by specifying product characteristics such as measurement range, electronic interface, mechanical interface and level of environmental protection. Once they have product numbers for the items they need, they can contact one of our traditional sales channels or place an order through the Amazon online store. This arrangement provides convenience and cost transparency while reducing sales costs, especially for small orders." POSITAL-FRABA products are built on a made-to-order basis in the company's state-of-the-art manufacturing facility and are normally ready to ship within 10 working days.

The Amazon connection enables POSITAL-FRABA to efficiently service customers worldwide. Additional online retailers are being signed up in Europe, Asia and the Americas.

### **About FRABA and POSITAL**

FRABA Inc. is the North American sister company of the Netherlands-based FRABA B.V., a group of enterprises focused on providing advanced products for position sensing and motion control in many sectors and applications. Business units within the FRABA group include POSITAL (position sensors) and VITECTOR (safety assurance equipment).

### **Further Information**

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