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## FOR IMMEDIATE RELEASE

### **Hanwha Techwin Automation Americas Announces New Representative for Southeastern U.S.**

**CYPRESS, CALIFORNIA – August 2024** – Hanwha Techwin Automation Americas, Hanwha Precision Machinery's North America branch office, and a leader in precision manufacturing and technology solutions, is excited to announce the appointment of Circuit Assembly Products SE, represented by Doug Eidle, as its new representative for Georgia, Alabama, Mississippi, and Tennessee.

Doug Eidle, a seasoned professional with extensive expertise in PCBA and microelectronics packaging, will represent Hanwha's cutting-edge capital equipment for SMT, thru-hole and advanced packaging technologies. With a robust track record in B2B strategies and customer relationship management, Doug is uniquely qualified to enhance Hanwha's presence in the Southeastern United States.



Tim Kang, CEO of Hanwha Techwin Automation Americas, expressed his enthusiasm about the new partnership, stating, "We are thrilled to welcome Doug Eidle and Circuit Assembly Products SE to our team. Doug's deep understanding of the market and demonstrated ability to connect with customers and coordinate sales and service efforts make him the ideal partner to help us expand our reach in the Southeast. His expertise will be invaluable as we continue to introduce innovative solutions to meet the evolving needs of the electronics manufacturing industry."


Doug Eidle's role will focus on promoting Hanwha's state-of-the-art technology solutions, facilitating new customer engagements, and ensuring that clients receive exceptional support and service. This partnership is expected to strengthen Hanwha's market position and help in achieving sustained growth in the region.

More information is available at [www.hanwha-pm.com](http://www.hanwha-pm.com).

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### **About Hanwha Techwin Automation Americas, Inc.**

Hanwha Techwin Automation Americas, Inc. is Hanwha Precision Machinery's official branch office covering America continents including Canada, USA and Mexico. As a leading global provider of precision manufacturing and technology solutions, Hanwha Techwin Automation Americas is renowned for its innovative approach and cutting-edge technology. Hanwha



**Techwin Automation Americas is committed to driving advancements in the electronic manufacturing industry, supporting manufacturers worldwide in their pursuit of global competitiveness.**

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