

## Press release

---

### **PMR Representatives and ELECTRI-REP, Inc. Named Kurtz Ersä's 2025 Representatives of the Year at APEX**

Plymouth, WI — March 2026 — Kurtz Ersä Inc., a leading supplier of electronics production equipment, recognized its top-performing sales partners during the 2026 APEX EXPO, presenting its annual Representative of the Year awards on Tuesday, March 17.

This year's honorees are:

- **PMR Representatives – Rework & Inspection Sales Representative of the Year**
- **ELECTRI-REP, Inc. – Machine Sales Representative of the Year**

These awards recognize outstanding performance, technical expertise, and dedication to supporting customers with Kurtz Ersä's soldering, rework, and inspection solutions across their respective territories.

**PMR Representatives**, founded in 1994, is widely respected in the electronics manufacturing industry for its expertise in the PCB and microelectronics assembly market. With a focus on building long-term customer relationships, PMR's experienced and factory-trained sales team works closely with manufacturers to identify the right equipment and process solutions for their operations.



**ELECTRI-REP, Inc.**, founded in 1975, is a second-generation manufacturers' representative firm with more than 60 years of combined industry experience. Representing best-in-class equipment and supply manufacturers, ELECTRI-REP supports electronics manufacturers with advanced machine solutions and process expertise throughout its region



## Press release

---

“Our representatives play a critical role in delivering both the technical knowledge and local support our customers rely on,” said Ernie Grice, Vice President of Sales at Kurtz Ersä. “PMR Representatives and ELECTRI-REP consistently demonstrate professionalism, deep process knowledge, and a strong commitment to helping manufacturers succeed. We’re proud to recognize them for their performance and partnership.”

Kurtz Ersä’s annual Representative of the Year awards highlight the importance of strong regional partnerships in advancing process solutions, supporting production challenges, and building lasting relationships with electronics manufacturers.

For more information about Kurtz Ersä and its portfolio of soldering, rework, and inspection solutions, visit [www.ersa.com](http://www.ersa.com).

Kurtz Ersä Inc.

1779 Pilgrim Road | Plymouth, WI 53073 | USA | Phone: + 1 920 893 1779 | Fax: + 1 920 893 1562 | e-mail: [Ernie.Grice@kurtzersa.com](mailto:Ernie.Grice@kurtzersa.com) | Web: [www.ersa.com](http://www.ersa.com)

German Headquarters:

Ersä GmbH | Leonhard-Str. 24 | 97877 Wertheim | Tel. +49 9342/800-0 | e-mail: [info@ersa.de](mailto:info@ersa.de) | Web: [www.ersa.de](http://www.ersa.de)

Kurtz Ersä Mexico, S.A. DE C.V.

Av. Lopez Mateos Sur/ Num. 1450 Int. 7 / Col. Las Amapas (Plaza las Villas) / Tlajomulco de Zuniga, Jalisco / 45643 Guadalajara | Jalisco / Phone: +52 33 3106 8003 / [Ismael.Estrada@kurtzersa.com](mailto:Ismael.Estrada@kurtzersa.com) | Web: [www.ersa.com](http://www.ersa.com)