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## FOR IMMEDIATE RELEASE

### Hanwha Techwin Automation Americas Appoints PMR Representatives as New Southern California Representative

**CYPRESS, CALIFORNIA – January 2025** – Hanwha Techwin Automation Americas, Hanwha Precision Machinery's North America branch office, is pleased to announce the appointment of PMR Representatives as its exclusive representative for Southern California and Southern Nevada. This strategic partnership strengthens Hanwha's commitment to delivering unparalleled support and innovative manufacturing solutions to customers in the region.



Founded in 1994, PMR Representatives is a highly respected electronics equipment and materials representative known

for its expertise in the PCB and microelectronics assembly market. With a mission to build long-term relationships and provide tailored solutions, PMR's experienced, factory-trained sales team offers a unique understanding of customers' needs and challenges, making it an ideal partner for Hanwha Techwin.

Tim Kang, CEO of Hanwha Techwin Automation Americas, stated: "We are excited to partner with PMR Representatives to expand our presence in Southern California and beyond. PMR's deep industry expertise, customer-focused approach, and reputation for delivering exceptional service align perfectly with Hanwha's vision. Together, we look forward to helping manufacturers in the region achieve greater efficiency and success with our innovative SMT solutions."

With Hanwha Techwin's advanced product portfolio, including its high-performance pick-and-place systems, intelligent software solutions, and automated production equipment, this partnership will provide customers in the region with cutting-edge tools to meet evolving manufacturing demands.

"PMR is thrilled to represent Hanwha Techwin in Southern California," added Rudy Lago, Sales Engineer at PMR Representatives. "Their reputation for innovative SMT technology and unwavering commitment to quality make them an outstanding partner. We are confident that our expertise in the region, combined with Hanwha's industry-leading solutions, will deliver immense value to our customers and foster long-term success."

Hanwha Techwin's mission is to deliver innovation, quality and exceptional support to be the competitive advantage for its customers in electronics manufacturing. This new collaboration with PMR Representatives reinforces the company's dedication to providing localized support and industry-leading expertise across the Americas.

For more information about Hanwha Techwin Automation Americas, visit [www.hanwha-pm.com](http://www.hanwha-pm.com). To learn more about PMR Representatives, visit [www.pmrreps.com](http://www.pmrreps.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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