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AmFor Electronics earns a spot among Oregon's fastest growing companies

***51-year-old Portland cable and wire harness manufacturer
is the third oldest company to be recognized***

July 10, 2012 (Portland, Ore.)--AmFor Electronics, a cable and wire harness manufacturer based in North Portland, was named one of Oregon's 100 fastest growing companies during an awards ceremony held last month by the *Portland Business Journal*. AmFor placed number 72 on the list, with three-year revenue growth of 58.95%, and also was recognized as the third oldest company on the list. According to the *Business Journal*, AmFor revenue grew from \$5.8 million in 2009 to just short of \$9.23 million in 2011. Employee count grew 37.5%, from 40 to 55, during that same period.

AmFor's success story stems from a strategic shift the company made in 2006 in response to stagnating sales growth and eroding profit margins. AmFor recognized at the time that its legacy business-- rotating test and measurement devices for the automotive industry-- had plateaued and that future growth would need to come from servicing new market segments. With help from the Oregon Manufacturing Extension Partnership (OMEP) AmFor implemented Lean Manufacturing and Toyota Production System concepts into their operations while shifting focus into contract manufacturing of cables, wire harnesses, mechanical assemblies and sub-assemblies. This shift in focus enabled AmFor to expand into new industry categories without losing its market leader recognition in the company's legacy business category.

Today AmFor provides cable and wire harness assembly, box builds, device assembly, mechanical assembly and engineering support to customers in the industrial engine, construction equipment, agricultural equipment, electric vehicle, automotive aftermarket, and instrument panel industries.

"We are now beginning to reap the benefits of the changes we set into motion over five years ago," said Jerry Koopman, AmFor CEO. "The improvements we've made in responsiveness and in quality assurance have played significant roles in our company's growth."

AmFor is successful competing even with with offshore manufacturers. "The combination of consistent quality assurance and responsiveness to design changes that we bring to the table allows us to overcome dirt-cheap labor to give our customers an equal or better product at a lower total landed cost," Koopman said.

"Often when we take business away from the Chinese, the relationship starts with our customer asking us to step in to repair a shipment of faulty harnesses they got from their overseas partner,"

Koopman said. "We love it when that happens...."

Koopman is particularly proud of the fact that AmFor is one of the oldest companies to make the fastest-growing list. "Often these fast growing company lists are filled with young start-ups that go gangbusters coming out of the gate," he said. "But in our case, we've been around since 1961 and our core business had plateaued without much room for further growth.

"The fact we were able to shift gears and be successful heading in a different direction really says a lot about our people."

To learn more about AmFor Electronics, contact Jesse Oliver at 503-235-1038 x 128 or JOliver@AmForElectronics.com.

About AmFor Electronics

Headquartered in Portland, Oregon, AmFor Electronics is a private, family-owned company founded in 1961. Originally known as Northwest Regulator Supply, the company's legacy products are well-known as the industry standard for rotating test and measurement devices sold into the retail auto parts and repair markets. AmFor has since expanded to become a leading supplier of cable and wire harnesses serving a wide range of clientele in the automotive, electric vehicle, transportation and industrial equipment industries throughout North America. More information can be found at www.amforelectronics.com.

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