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**Contact:
request**

Timm Locke, APR
(503) 546-7811
Timm@Pipelineprm.com

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AmFor Electronics is Named Manufacturer of the Year

November 27, 2012 (Portland, Ore.)—AmFor Electronics was recently named Oregon's Manufacturer of the Year in the small business category by the *Portland Business Journal*. The periodical recognized AmFor in large part because of the company's successful transformation that began in 2006 and has resulted in nearly 60% growth in revenues from 2009 to 2011.

"Receiving this award is especially gratifying because it represents the culmination of over five years of work to adopt a new business strategy and diversify our markets," said Jerry Koopman, who led the effort as AmFor's CEO.

In 2006, with help from the Oregon Manufacturing Extension Partnership, AmFor instituted lean manufacturing principles and embarked on an effort to diversify into contract manufacturing of cable and wire harnesses, mechanical assemblies and sub assemblies, while maintaining its market leadership position in the computerized alternator and starter testing equipment market.

So far the plan has shown tremendous results. In addition to three-year revenue growth from \$5.8 million in 2009 to \$9.23 million in 2011, AmFor is on track to show an additional 10% growth in 2012. Employee head count has also grown from fewer than 25 prior to the transformation to 55 today. The steady success allowed AmFor to take advantage of an opportunity to expand its manufacturing facility footprint by 50% when an adjacent building became available earlier this year.

"The added space sets the stage for future growth by giving us the flexibility we need to quote large jobs with short lead times," Koopman said. "Without that extra space, we were more limited in how we approach jobs."

Koopman credits the shift to a lean manufacturing approach as having the biggest impact on AmFor's recent success. The lean strategy has helped AmFor reduce manufacturing costs while improving quality assurance, making the company more competitive. In recent years, AmFor has used this competitive edge to win back business that had been going to overseas producers. Using Total Landed Cost as a value metric, AmFor has been able to demonstrate to customers how responsiveness, shorter lead times, and dependability fit alongside price per unit when evaluating suppliers. "Our Chinese competitors can usually make things cheaper, but what happens when your harnesses are four inches too short and you have to wait eight weeks to have them replaced?" Koopman asks rhetorically.

The 2012 Oregon Manufacturer of the Year Awards recognize companies in three categories— large (greater than \$50 million in revenue), medium (revenues between \$10 million and \$50 million) and small (companies with less than \$10 million in revenue). Nominations were judged by the *Business Journal's* editorial staff on the basis of financial performance, growth, innovation, and job creation.



For more information, please contact Jesse Oliver at JOliver@AmForElectronics.com or 503-235-1038 x 128.

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.

Contact sender at Timm@PipelinePRM.com

6823 SE 18th Avenue | Portland, OR 97202 US

