

# NEWS RELEASE



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## **XCEL Power Systems appoint agent in Israel**



XCEL Power Systems are pleased to announce the appointment of Appeltronics as their Agent for Power Supplies in Israel. Appeltronics will promote XCEL custom and semi-standard power supply products for use in within the military and industrial markets, where high performance, high reliability and robust construction are demanded.

Appeltronics have many years' experience in supply of internationally manufactured power products to Israel's electronics industry. XCEL views this market as one of the most important export opportunities for it's complete custom Design-to-Production capability, and for Modified-Off-The-Shelf (MOTS) products.

Richard Weller, General Manager of XCEL Power Systems, said, "We are looking at a number of key export markets to stimulate future growth for the Company. In Israel Appeltronics are able to offer local assistance to the customer, with the ability to provide high levels of both technical and commercial support. We are delighted to be bringing Appeltronics on board to support our future business opportunities, and look forward to a successful partnership".

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