



June 2017

Strong growth leads Charcroft to strengthen sales-force with appointment of Rob Weemes to new Business Development Manager position

- **Appointment prompted by sales growth of over 9% in FY 2016**
- **New BDM position created to support customers in the South East and East Anglia**
- **Role supports the high service levels of customers in harsh & high-end applications**
- **Rob Weemes brings extensive commercial experience in ITAR control & traceability**

Charcroft Electronics Ltd., – a specialist distributor and manufacturer of electronic components for harsh and high-end applications– has strengthened its sales force by appointing Rob Weemes to the new position of Business Development Manager for the South East and East Anglia.

Charcroft director, Debbie Rowland explains; “Strong sales growth of over 9% in the 2016 fiscal year has resulted in the need to create an additional role for a Business Development Manager to work together with our existing Product Specialists in supporting our growing customer base. The appointment of Rob Weemes means that customers in the South East and East Anglia will continue to receive the high levels of support and service which are crucial for customers operating in harsh or high-end applications.”

Rob Weemes has spent over 20 years working for global or pan-European broadline distributors before deciding to move to the independent, UK-focussed Charcroft. Weemes comments; “I have known Charcroft for many years as a competitor but also as a trusted and knowledgeable Supply Partner in the distribution channel. The people and systems within Charcroft will enable me to provide customers with fast and accurate information to help them to achieve a more streamlined procurement process.”

Weemes’ areas of special interest include helping customers to manage issues such as allocation or extended lead-times as well as ITAR controls and traceability. With significant experience in the Space and defence markets, Weemes focusses on helping customers to find improvements which enhance the day-to-day procurement process. www.charcroft.com



Rob Weemes fills new BDM role at Charcroft

Contact Charcroft

Tel 01591 610408

Fax 01591 610385

Email request@charcroft.com

Web www.charcroft.com

About Charcroft

Charcroft Electronics is a privately-owned specialist distributor and manufacturer of electronic components for harsh and high-end applications. The [distribution linecard](#) is focussed on passive, interconnect, electromechanical and optoelectronic components as well as power supplies and rugged semiconductors.

At its UK-based, BS- and CECC-approved [production facility](#) Charcroft manufactures custom passive assemblies, audio and precision foil resistors in addition to silver mica and legacy ceramic capacitors. This facility is a Vishay-approved Precision Centre for Bulk Metal® Foil resistors and offers taping and reeling, in addition to Precision Express® manufacturing for prototype and pre-production quantities. Charcroft is approved to BS9000, IECQCECC and BS EN ISO9001:2000 and has over 40 years of

experience as an Approved Supplier to major OEMs and CEMs in the industrial, defence and other high-end sectors.www.charcroft.com