



**For Immediate Release**  
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The logo for Manufacturing Today Magazine features the word "manufacturing" in a large, bold, black sans-serif font. Below it, the word "TODAY" is written in a smaller, bold, black sans-serif font.

## **SenDEC Selected as 2007 Manufacturer of the Year By Manufacturing Today Magazine**

*SenDEC Recognized For Providing Customer Value Through its Design Capabilities and Overall Excellence*

SenDEC Corporation, a leading provider of both contract electronics manufacturing services (EMS) and electronic monitoring and display devices, today announced they have been recognized by Manufacturing Today Magazine as a 2007 Manufacturer of the Year. SenDEC was noted for its ability to generate customer value through its engineering expertise and operational excellence within each of the company's two business units.

"To determine the companies that would be part of our annual Manufacturers of the Year section, we reviewed every firm we covered in the last year to find businesses that were successful with their operations, dealt with their employees and customers in a quality manner and had aggressive plans for growth", stated Staci Davidson, Chief Editor of Manufacturing Today. "We wanted our readers to see the business practices that we believe should ensure the U.S. Manufacturing industry remains successful."

Over the last three years, SenDEC's sales have increased by over 250%. SenDEC's Contract Electronics Manufacturing (CEM) business unit has rapidly expanded as new customers have recently been added – many of which have increased their business with the company. SenDEC's Products business unit - which manufactures meters, tachometers and other monitoring devices for a wide variety of markets in over 40 countries - has been able to increase its share in markets it serves as well as enter new ones through the introduction of new devices the company has designed and manufactured.

SenDEC was also recognized in 2007 by both Inc. Magazine and the Rochester Top 100 for its growth. In the Inc. 5,000, the company ranked 23<sup>rd</sup> in the nation and 3<sup>rd</sup> for New York for manufacturers. In the Rochester Top 100, SenDEC ranked 3<sup>rd</sup> and this was the second consecutive top three ranking for the company as it ranked #2 in the 2006 Rochester Top 100 list of fastest growing privately held companies in the region.

"We pride ourselves on providing high quality services and products, viewing Quality and Customer Service as a corporate philosophy versus departments, and keeping promises we make to our customers", says Ken Fiske, President and CEO of SenDEC Corporation. "We also leverage our thirty plus years of design and manufacturing expertise to identify ways to add value for our customers. The recognition we are receiving is a direct result of both existing and new customers valuing what we bring to the table and the dedication our employees demonstrate in meeting their needs" he added.

## **About SenDEC Corporation**

SenDEC is one of the fastest growing companies in the Upstate New York area and is organized into two main business units: the Contract Electronics Manufacturing (CEM) Group and the Products Group. SenDEC's CEM Group provides comprehensive electronic manufacturing services (EMS) including: design, prototype, PCB (printed circuit board) assembly, electromechanical assembly, test engineering, rework, material management and turnkey box build services. Its client base includes startups, mid-sized companies and Fortune 500 corporations worldwide serving the commercial/industrial, consumer, energy medical, military and telecommunication markets. In an industry marked by offshore outsourcing, SenDEC's CEM Group offers an experienced, onshore alternative that can deliver higher quality at lower total cost – giving customers a competitive edge. The SenDEC Products Group manufactures its own family of digital monitoring and display devices that include solid-state electronic hour meters, tachometers and engine monitors for the industrial, home & garden and racing industries to name but a few. These are marketed under the SenDEC name as well as private labeled to OEMs (original equipment manufacturers) and through its distributor network around the world. While SenDEC's CEM and Product Groups operate separate lines of business, they share the commitment to quality and customer service that has been a SenDEC tradition for over 30 years. For more information visit [www.sendec.com](http://www.sendec.com) or call 1-800-295-8000.

## **About Manufacturing Today**

Manufacturing Today strives to help upper-level executives in the manufacturing industry find new growth opportunities and identify best practices for their business. Manufacturing Today helps such North American companies prosper in today's economic climate by explaining new management and e-business tools, spotlighting growth opportunities, and sharing success stories. The magazine monitors the fast-changing marketplace for manufactured goods and analyzes effective strategies of the most successful firms. These case studies serve as a benchmarking tool across the vast industry spectrum.