



P R E S S R E L E A S E

ELCOMPONENT ACQUIRES WILLOW ELECTRONICS

Metering and Monitoring specialists Elcomponent have acquired Willow Electronics, a company best known for its highly effective Optical Meter Readers.

Elcomponent is a major player in the Automatic Meter Reading (AMR) and Automatic Monitoring & Targeting (aM&T) markets and sees the acquisition of the Willow product and brand as an important addition to its portfolio. The company is redesigning the meter readers to improve the packaging and simplify the installation process. More significantly it has also successfully reduced the price of both the battery and mains powered devices.

Bill Gysin, Elcomponent MD commented "We have a very broad capability in cost-effective metering, data acquisition, networking and software solutions, but if a meter has no output it's a big problem. Our new low cost Willow OMR solves that problem and brings the benefit of aM&T to small and large businesses alike."

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