

**Saelig Co. Inc.** is a unique, marketing and technical sales agency and stocking distributor, based in Pittsford, NY, USA. Established in 1988, Saelig Co. Inc. is a thriving, enthusiastic resource for domestic and overseas manufacturers wanting to establish or increase North American sales with the added bonus of knowledgeable technical support. We offer technical marketing and sales fulfillment services, and create markets for unique OEM products which bring repeat sales for worldwide companies. We stock a wide range of products for immediate delivery. Our engineers can answer in-depth first-line product and application inquiries. Our marketing staff creates well-informed technical press releases, and shoots professional product photos, sending submissions to over 40 editors by mail and 180 editors by email. We create our own advertising copy and regularly advertise in the technical trade press. Product samples can be sent to design engineers on behalf of our suppliers, followed up by technical sales inquiries.

**“Saelig”**

= “happy, prosperous, blessed” in Olde English  
 – our vision for both staff and customers.

**Saelig Co.** has built an enviable reputation in the marketplace for providing and efficiently delivering cutting-edge electronics goods to North America from our specially-selected suppliers, backed by knowledgeable in-depth hardware- and software-support. We seek out remarkable products from around the world using our understanding of market trends and requirements, employing innovative and effective marketing techniques, and providing ready access to technical staff. We sell electronic control and instrumentation products and components, mostly to original equipment manufacturers and industrial users. Most products are shipped directly from stock in our NY warehouse.

We have three forms of operational activity, based on stock status: pre-purchased, consignment, and non-stocked or drop-shipped products. In each case we act as an instant sales and support office for our many suppliers worldwide.

Contact us at [info@saelig.com](mailto:info@saelig.com) if you would like to succeed with product marketing and distribution in North America!



**Alan J. Lowne** B.Sc.(Eng) C.Eng. MIEE (President of Saelig Co. Inc.) is a UK-born electronics design engineer with many years medical, imaging and optoelectronics product design experience and 6 U.S. patents to his name. He created Saelig Co. Inc. in 1988 to bring to USA unique OEM electronic products that he as a designer knew would be useful and time-saving for his fellow-engineers.

Under his leadership, Saelig has grown into a sought-after company which has gained a prominent reputation for finding and delivering novel, useful engineering products to American designers.

Many technical publications have recognized Saelig's products with Readers' Choice and other awards. In March 2005, NASA Tech Briefs presented Saelig with a Product of the Year Award.



**Alan Lowne (President)**  
 with  
**NASA Tech Briefs Product-of-the-Year Award**



**we create markets!**



**Saelig** brings you the best in unique electronics.

**Saelig Co. Inc.**

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**Our company's mission is to successfully select and promote unique electronics products to OEMs and industrial end-users, so that our customers, suppliers, and staff will be "happy, prosperous, and blessed" as our name implies.**

**Saelig Co. Inc.** is the exclusive Sales and Marketing representative for over 30 worldwide companies, and the non-exclusive agent for over 20 more, selling electronic control and instrumentation products mostly to industrial users – many Fortune 500 companies, including: Intel, H-P, Philips, IBM, Lockheed, Kodak, Xerox, US military, universities, etc. We ship stocked products same-day for overnight delivery if ordered by 5.00pm EST. We also sell products from other USA distributors, relying on our superior marketing and technical support for preferred sales. We seek out prospective clients for representation whose products fit our selection criteria. Our preferred supplier is typically a fast-moving company with unique products for which we are granted principal sales rights in North America in return for in-depth promotion and technical support.



**Saelig Co. Inc.** has seen growth every year since its inception in 1988. Our success is based on the companies we have selected to support. We offer the comprehensive capability of a client's own U.S. sales office, and strive to be an extended part of our client's team. We endeavor to source the best or easiest to use or most reliable ones available. We compete directly with many other suppliers in general, but we strive to offer friendly, informed technical sales assistance. Because of our history of speedy, effective market promotion, we offer instant access to North America for our manufacturing suppliers. Our service to our foreign suppliers is unique because we offer free promotion of their products (funded only by commission on subsequent sales) as well as in-depth technical support and rapid order fulfillment for a wide range of products.



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**Saelig Co. Inc.**

**Marketing strategy**

Regular press releases issued at no charge for our clients; advertising in US technical trade press for design engineers; co-operatively funded advertising; technical "how-to" articles". Wide product range brings companion sales.

Recent Sales History:	Year/Year Growth
1997:	+18%
1998:	+24%
1999:	+16%
2000:	+24%
2001:	+37%
2002:	+18%
2003:	+81%
2004:	+38%
2005:	+26%

**Critical factors** in our success are:

- Selection of unique, in-demand products
- Prompt response to all inquiries
- Helpful technical pre- and post-sales support.
- Up-to-date website, featuring current products and prices, as well as an efficient shopping-cart.
- Creating press releases, press photos, "how-to" articles and trade-press advertising for the products we sell (some advertising co-operatively funded).
- Striving to be a part of our clients' extended team, providing customer input, suggestions, as well as critique of upcoming product stream.
- Friendliness and product knowledge in our phone response.
- Fulfill customer commitments – on-time deliveries, technical response, after-sales support.

Our service is unique because we can act in both a promotional and technical sales capacity. We have an advantage in the marketplace because we select unique products that bring repeat sales. In addition, we are able to arrange for necessary transportation of faulty or returned goods, and act as a first point of technical inquiry, although complex questions or custom product inquiries may need to be answered by email, fax or phone as quickly as possible from the supplier. We are also very familiar with customs and duty issues, Harmonized Tariff Codes, international shipping, etc.