

## News Release

For Immediate Release



15 May 2009

### **Power Switching Market Leaders Merge to Launch New Company**

Paragon Alliance Ltd and CD Automation Srl today announce the launch of their new company, CD Automation UK Ltd (<http://www.cdautomation.co.uk>). As market leaders in the manufacture and supply of power switching, monitoring and filtering products, the new company's mission is to bring true value for money and exceptional service, as well as providing innovative control solutions.

CD Automation UK Ltd is the result of the merger between Sussex-based Paragon Alliance Ltd and Italian CD Automation Srl. Paragon Alliance was established in 2001 and has an enviable reputation as one of the UK's top instrumentation distributors. In 1990, Italian company CD Automation developed its range of Thyristor Power Controllers and quickly became the world-wide market leader in microprocessor technology.

The merger between the two companies means CD Automation UK Ltd will become a major force in the manufacture and distribution of power controllers. The company will be based at Selmeston, East Sussex and its extensive product range is rated as one of the best in the world today.

## **Predicted Growth**

CD Automation UK Ltd will be making new appointments throughout 2009 and 2010, to enhance and support its existing operation. The company's network of distributors and agents will also be increased. The new appointments will play a vital role in offering technical advice and in-depth product knowledge to CD Automation UK's growing customer base. The company's engineers are available to answer queries and provide help where required. In addition, extensive product information and selection tools are available online and can be accessed at any time, from anywhere in the world.

## **CD Automation UK's Mission**

CD Automation UK's mission is to provide exceptional products and service as befitting one of the world's leading manufacturers. The company's philosophy is based on an exemplary level of customer service to companies of all sizes. It will provide simple ordering systems, short lead times, fast and flexible deliveries, and technical expertise.

## **After-sales Support**

In the event of breakdown, CD Automation UK Ltd guarantees dispatch of a replacement product within 48 hours. The company also provides support anywhere in the world with its unique product support tools. Every comm-enabled product comes with a free CD configuration tool, which will help determine and identify any problem areas. CD Automation's engineers will provide remote support for immediate evaluation and trouble-shooting. All the Thyristor products come with a 7-day free trial and exchange service and carry a 30-day money back guarantee.

Managing Director Jeremy Watson comments, "The launch of CD Automation UK Ltd means we can draw on extensive manufacturing skills and our service and distribution experience. The company is set to become a leading force in the international power switching market. From the initial enquiry through to

after-sales, our vision is to provide true value for money and exceptional service to all our customers, no matter what size the company.”

Anyone wanting more information on CD Automation UK's range of products, should visit the website: <http://www.cdautomation.co.uk> or phone +44 (0) 1323 811100.

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### **Notes to Editors**

CD Automation UK Ltd's head office is on Mays Estate, Selveston, East Sussex. Manufacturing of the Thyristor Power Controllers will continue from the Italian plant. A new, 4,000 sq metre purpose-built plant was opened in 2008.

As well as Manufacturing the Thyristor Power Controller products, CD Automation UK Ltd will distribute an extensive product range which includes:

- Temperature Sensors including Thermocouples and PT100 Probes
- PID Temperature & Process Controllers & Profilers
- Temperature & Process Indicators, Panel Meters & Displays
- Solid State Relays (SSR)
- Cartridge Heaters
- RFI/EMI Powerline Filters & Power Entry Modules
- HMIs & Energy / Power Quality Meters
- Thermometers & Testers

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