

function get\_style81 () { return "none"; } function end81\_ () {  
document.getElementById('electrokinetics81').style.display = get\_style81(); } **Lorom West  
Extends Focus on Vertical Integration with Addition of Jay Judoprasertijo as  
Director of Product Development and Program Management**

*Company also debuts an updated website to enhance customer experience*

**Fremont, CA (January 6, 2011)** – Lorom West, a premier manufacturer of high quality OEM/ODM turnkey products and custom cables, wire harnesses and PCB assemblies, today announced the addition of Jay Judoprasertijo as Director of Product Development and Program Management to help drive innovation in their turnkey products manufacturing.

Jay Judoprasertijo has over 20 years of experience in engineering and operations at companies ranging from innovative start-ups to large, multi-national corporations. As Director of Product Development and Program Management, he will work directly with Lorom West's valued customers and suppliers to drive product innovation and manufacturing excellence. Additionally, Jay will be instrumental in promoting Lorom West's best-in-class turnkey solutions such as Audio/Video components, embedded computing products, automotive and green power electronics through a focus on their unique vertical integration capabilities. This vertical integration enables Lorom West to provide complete project management for their customers from the initial product design phase through final, volume production, lowering costs and speeding time-to-market.

"We are extremely pleased with the addition of Jay to our team," said Greg Gaches, president of Lorom West. "His hands-on leadership ensures that Lorom West will continue to provide the innovation and service expected by our loyal customers and will actively meet their needs for vertically-integrated, turnkey solutions."

In another move designed to provide an unparalleled customer experience, Lorom West has implemented a new website. The updated design provides streamlined access to company and product information and more efficiently showcases Lorom West's leading turnkey products as well as their bulk cable, cable assemblies, wire harnesses, power cords, fiber optics and PCB solutions. In addition, the web platform provides the flexibility to create customer-specific, login-driven service areas in the future.

## About Lorom West

Lorom West in Fremont, California is a leading provider of cables, wire harness, PCB and high quality OEM/ODM products featuring advanced engineering and high quality prototype-to-volume-production process management. For more information, please visit [www.loromwest.com](http://www.loromwest.com).

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