

Apex Technology Sales, Inc. is pleased to announce that we have signed on with Hitachi Cable America!

Apex will represent Hitachi Cable in Minnesota, North and South Dakota, and Western Wisconsin

# HITACHI

## Inspire the Next

Hitachi Cable designs and manufactures copper and fiber optic communication cables and assemblies for the telecommunications industry. Products support applications such as Ethernet, Industrial Ethernet, video, Power Over Ethernet, HDMI, Infiniband and more. Manufacturing has been done at the Manchester, New Hampshire facility since 1986.



On a personal note, in the fall of 1992 while working for a distributor, I heard that Hitachi was looking for representation. I approached them and they gave me a chance. Turns out that it was a chance of a professional lifetime. That opportunity with Hitachi was the catalyst that resulted in the creation of Apex Technology Sales.

Years passed and we were ultimately compelled to make a change in order to honor a partnership we had invested in but I always appreciated and respected the Hitachi Cable line and the people at Hitachi. Nearly 28 years after our first opportunity, I am so excited to be partnering once again with this outstanding manufacturer who has remained committed to their core principles and manufacturing the best right here in the United States.

### Michael A. Pride

**Apex Technology Sales, Inc.**

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Celebrating 25+ years representing outstanding manufacturers with integrity, strategy and dedication to quality service.