

## Parrills Picks for 2014



What are Clay Parrill, president of Electrocube, picks for 2014? And what does this photo of Tom Colella, our Engineering Manager, have to do with it? Keep reading:

**Maintain the mainstream.** Its no secret: opportunities are out there, but mainstream commercial products are primarily in maintenance mode for the industry. But, remember, these products serve as a

baseline of capabilities for a company. Thats why its important to continually emphasize the breadth and depth of product lines as well as any value-added service offerings for both engineers and purchasing agents.

**Leverage niche markets.** This year, find ways to innovate new products and develop specialty opportunities with existing products. Where can you customize existing products in high-end markets? This may require increased levels of service and support but we all know that high-end specialty products can also net higher rewards.

**Now, to Toms photo.** Its one way Electrocube is seeking to support a niche market. With last years launch of a designated series for our [Audio-optimized Film Capacitors](#), we became members of the National Association of Music Merchants (NAMM) a trade organization for the international music product and technology industry attending our first NAMM Show in Anaheim, California. We connected with existing customers, shook hands with prospects and had no trouble convincing Tom to sample the guitars given his [musical roots](#).

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Founded in 1961, [Electrocube](http://electrocube.com) specializes in custom designs and the manufacture of film capacitors, RC Networks, EMI Filters and foil transformers for a wide range of applications in the aerospace, audio, elevator, heavy equipment industries and more.