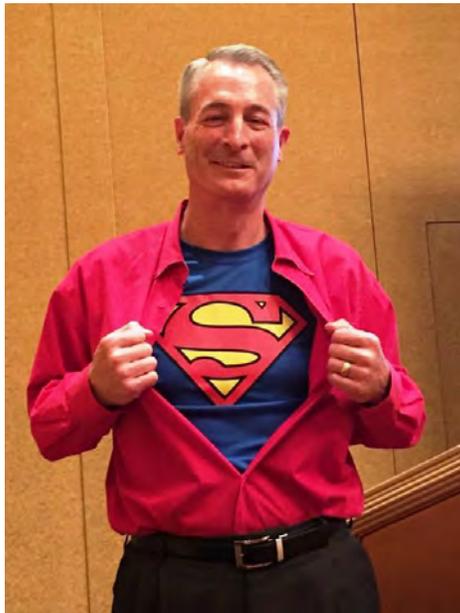


EDS 2015 Superhero Wisdom



Were back from an action-packed week! At the ECN Impact Awards, we were one of three event sponsors and one of 160 award finalists. At EDS, we heard from Grant Imahara of *MythBusters* fame and connected with our network of [sales reps](#) and [distributors](#) for our annual sales meeting. With our superhero theme, we focused on two simple questions: "**Whats missing** to find more of the right clients? **Whats needed** to dispel myths about next?"

Heres our strategy forecast – because superheroes share knowledge to help others:

No more large versus small: As the recession hit, companies of all sizes did

anything to capture any part of the market. Amidst an honest recovery, companies again have opportunity to redefine their core competencies. Large production and niche custom entities are competing less and less for the same business.

Its smart to say yes to no: Companies can be more selective to cultivate leads and build relationships with collaboration and patience. For example, it can take Electrocube upwards of six months to land a first order, but partnering to create high quality custom parts yields us lasting partnerships for demanding new applications.

High power is the new microelectronics: Microelectronics has been the focus for 30 years. But its development has stabilized. High power applications – including high temperature, high current and high frequency – will continue to accelerate in redesign for greater capacity and efficiency.

In response to this demand, weve launched two new [high temperature capacitor series](#) – Metallized Polypropylene and Metallized Polyphenylene Sulfide. And, to meet even higher temperature demands in the future, we have new Teflon caps under development.



Valued partners: At EDS, we get to catch up with some of our super distributors. Colleagues like Wasiq Shirazi, Joe Ayala, and Elizabeth Brill from [Compass Components, Inc.](#) (pictured with Electrocubes Wendy Navarrete) -- an ISO-certified partner providing soup to nuts offerings for high customer satisfaction including manufacturing, engineering, design and distribution capabilities since 1979. Its manufacturing services division is an authorized franchise distributor providing local inventory of electronic components from the highest quality manufacturers.

Super fun . . . and responsive: As promised, below are a few superheroes in action. Plus, heres a [brief video](#) of what happened when an 11-year girl asked DC Comics to consider "Whats missing? Whats needed?" Some really cool superhero inspiration for all of us to deliver on solid promises.



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Founded in 1961, [Electrocube](#) 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.