

Chip-Tech opening new MRO warehouse in Pharr

By Brian Edwards

P H A R R - Electronics distributor Chip-Tech has created a new company, Chip-Tech MRO Ltd., that will open a new 5,000-square-foot MRO warehouse on Austin Drive in Pharr. The warehouse, slated to open in mid-September, is aimed at both local and the maquiladora industry in Mexico.

"For a while now we have noticed quite a demand for MRO products and after examining the market, we discovered that there is plenty of room for a reliable, customer-orientated distributor," said Neal Stevens, vice president. "We decided to capitalize on our excellent reputation for quality, service, and competitive pricing. After careful planning, we are now ready to enter this market." Stevens noted that MRO stands for maintenance, repair, and operation. He jokingly added that it also has a slang meaning - mops, rags, and other things.

He noted that with eight years of maquiladora experience under their belt, they fully understand that each client's needs are quite diverse. Says Stevens, "Our new MRO Company and warehouse has been carefully planned to serve the everyday needs of the local market and will offer a full line of MRO and safety products that are featured in our new 700-page catalog that is also available on-line on our web-site."

The MRO catalog features a wide range of products typically used in basic maintenance, repair, operating, and production plus safety products and additional needs such as requested by each individual client. There is also an interactive catalog alongside Chip-Tech's electronics catalog. Requests for quotes can be placed online and reply is guaranteed within 24 hours. Catalogs may be ordered on-line or picked up at the warehouse. Additionally, the Chip-Tech sales staff will deliver a copy upon request.

Chip-Tech MRO will offer the same customer service as Chip-Tech, plus guaranteed low prices, on time delivery, and cost savings, said a staff member. They also offer vendor managed tool cribs that can be customized to suit virtually any need.

Chip-Tech, who have been serving local industry for over eight years recently expanded into the Brownsville market with a new office there, taking out billboards at the Pharr International Bridge to promote business. They will be adapting these billboards by late August to reflect and promote the new MRO warehouse.

New York-based Chip-Tech's rapid growth has not escaped the attention of its peers, as Stevens pointed out



Dan Flores and Neal Stevens

that when *Electronic Purchasing Magazine*, a trade publication, recently featured the top 75 electronics distributors, it rated Chip-Tech number one for "growth percentage" amongst their peers.

The company also supports local organizations such as Hidalgo's new "Killer Bees" ice hockey team, maquiladora soccer teams, and local golfing events among others. Their regional manager, Dan Flores said, "I am excited about the opening of the warehouse that I see as an expansion that will ideally suit our existing customers' needs while serving new clients who may also find us suitable for their electronic needs while discovering our reliable and timely service."