



FOR IMMEDIATE RELEASE Contact: Charlene Cloney

Gray & Rice Public Relations 617-367-0100 ext. 107 cdcloney@gr2000.com

APEM INTRODUCES HIGH-PERFORMANCE PUSHBUTTON SWITCHES FOR HEAVY EQUIPMENT APPLICATIONS

13000X778 Series Offers Superior Durability and Safety

Haverhill, MA, - APEM Components, Inc., a leading manufacturer of high quality miniature and industrial switches, introduces its high performance 13000X778 Series professional grade push/pull pushbutton switches. These switches are well suited for industrial, heavy equipment, construction and military applications where superior durability and safety are required.

The 13000X778 family of switches is sealed to IP67 and features a double shell case for superior mechanical strength and electrical insulation. The positive detent action and the five-pound actuation force help to ensure reliable operation. The switch is offered with a red anodized aluminum actuator. Special colors are also available.

The 13000X778 Series comes standard with gold-plated, solid silver rivet contacts and a matte black chromium finish for a non-reflective appearance. The switch is suitable for ultra-low level applications of 10mA at 50mV and for power applications up to 4 Amps at 125VAC.

About APEM

Since 1952, APEM has been a leader in the manufacturing of high quality miniature and industrial switches. Offering one of the broadest product lines on the market, APEM's switch line includes pushbuttons, rockers, slides, DIPs, rotaries, tacts, keylocks, pushwheels and snap-action switches. APEM also provides a wide range of industrial controls, membrane switches, panels, and keypads. For more information about APEM or its broad line of products, contact APEM Components, Inc., 63 Neck Road, Haverhill, MA 01835 at 978-372-1602 or visit the company's website at www.apem.com.