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## Fromm Launches Services Division

Reading, PA, April 12, 2024 – Fromm, a 100-year-old distributor of electrical supplies and automation products, announced the launch of FrommConnect, a division that offers engineering, fabrication and labor-saving services to manufacturers and electrical contractors.

FrommConnect was born partly out of the need to help fill the void left by retiring employees whose skills and knowledge are difficult to replace, while companies strive to meet the demands of today's competitive business environment.

It also represents a significant departure for Fromm from its traditional distribution business. "For years, our customers have asked us to provide services that were typically sourced from third parties, and we would politely decline because we felt the need to stay in our lane," says CEO Michael Fromm.

"Ultimately, we decided this strategy was short-sighted and that the risk of being complacent was greater than the risk of rocking the boat."

Where Fromm currently supplies electrical materials and equipment to customers in the industrial and construction markets, FrommConnect will expand this offering through a menu of services that includes control panel fabrication and assembly, fixture pre-wiring, training, software programming, automation system design and technical troubleshooting.

If his company's longevity as a distributor has been built on trust, reliability and responsiveness, Fromm believes these qualities are equally likely to drive success in the new services division. "Our top priority is helping our customers achieve their own business objectives," he said. If FrommConnect enhances that ability, the decision to disrupt our own business model will have been a pivotal move in the long term."

## About Fromm

Founded in 1923, Fromm is a leading electrical supply company in the Mid-Atlantic region, serving customers in the construction, manufacturing, property management, defense, and utility industries. Fromm operates eight supply locations, two design centers and a main warehouse in Pennsylvania. For more information, visit [www.fromm.com](http://www.fromm.com)