



### **Vxl signs representative agreement with Power For Your Product**

Vxl Power Ltd, the Lincoln-based manufacturer of power supplies, battery chargers and inverters, has appointed start-up company Power For Your Product Ltd as a technical representative.

Located in Herefordshire, Power For Your Product (PFYP) was set up in 2009 by managing director Jeff Hawkins, who has over 25 years' experience in the power-supply market.

Drawing on his comprehensive knowledge of the technical, sales and business development aspects of the sector, Jeff will work with Vxl Power to develop its existing markets and to further expand sales of the company's Oracle and Morven product lines into new industrial markets.

Vxl's operations director, Tim McCann, commented: "We were fortunate that the opportunity of working with PFYP arose just at the time when we were considering the best way for Vxl to increase its visibility in the marketplace. We believe that PFYP offers exactly the right mix of market knowledge, commercial experience and technical understanding to make a significant contribution to the development of our business."

Jeff Hawkins was equally enthusiastic about the agreement: "The sheer variety of products that Vxl Power manufactures will enable us to penetrate a number of key markets. We are very much looking forward to promoting such high-reliability products into a competitive marketplace, and we anticipate that this will be the start of a long and rewarding relationship between the two companies."

The picture shows (from left to right): Jeff Hawkins, managing director of Power For Your Product; Grant Ashley, technical director of Vxl Power; and Tim McCann, operations director of Vxl Power.

For more details, visit [www.vxipower.com](http://www.vxipower.com) and [www.pfyp.co.uk](http://www.pfyp.co.uk).

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