



FOR IMMEDIATE RELEASE

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## **FIRSTRONIC FORMS STRATEGIC ALLIANCE WITH THE LACROIX GROUP**

GRAND RAPIDS, MI -- Firstronic, ([www.firstronic.com](http://www.firstronic.com)), announced today that it has formed a Strategic Alliance with the Lacroix Group that will support customers of the Group's Lacroix Electronics business unit with North American manufacturing requirements. As part of that transaction, the Lacroix Group acquired a minority interest in Firstronic. The Strategic Alliance will be known as Lacroix North America, Inc.

"Lacroix Electronics has a strong European footprint and was looking for an electronics manufacturing services (EMS) partner who could support their customers' North American manufacturing needs. Firstronic's award-winning quality and service track record caught their attention). Given that we also have customers who have European manufacturing requirements, we see this as the beginning of a strong Strategic Alliance that will benefit both our customer bases long term," said John Sammut, Firstronic's President and CEO.

"The collaboration with Firstronic is based on shared values, comparable processes, and very similar customers. Firstronic's CEO previously managed an EMS firm of similar size to Lacroix Electronics. He is a graduate of INSEAD and knows Europe very well," adds Vincent Bedouin, Chairman of the Lacroix Group.

### **About Firstronic LLC**

Firstronic LLC ([www.firstronic.com](http://www.firstronic.com)) provides advanced electronics manufacturing services and optimized supply chain solutions for companies in a wide range of industries including automotive, industrial and medical device. Headquartered in Grand Rapids, MI, Firstronic has a 35,000 square foot facility, state-of-the-art equipment and a 70,000 square foot facility in Juarez, Mexico. Its Michigan facility was named a 2016 IndustryWeek Best Plant, due to its industry-leading Lean manufacturing practices. It also supports companies needing access to global manufacturing locations via JV operations in China, India and the Czech Republic, in addition to its JV with the Lacroix Group.

### **About The Lacroix Group**

The Lacroix Group, a mid-cap family company, designs and industrializes connected and innovative equipment and technologies, to help its customers make the world smarter and more sustainable; and better manage electronic innovation as well as data traffic, road and pedestrian traffic, water and energy flows.

It leverages three industrial activities with diverse and complementary fields of expertise in order to connect historically separate business areas, create convergence and develop its capacity:

Lacroix City, the French leader in smart road equipment intended to regulate, optimize and control road and pedestrian traffic for higher efficiency and security. Concept of « Smart Mobility »; Lacroix Sofrel, the French leader in remote management and control equipment for water and energy networks. Concept of « Smart Environment »; and Lacroix Electronics, an electronic manufacturing services provider, which designs, industrializes and manufactures the electronic functions of its customers' products. Concept of « Smart Industries ».

The Group is headquartered in Saint Herblain and operates in France, Tunisia, Germany, Poland, Spain and Italy. It generates revenue of €430M. The Group is led by Vincent Bedouin, is 70 percent family-owned and 30 percent listed on compartment C of Euronext. To learn more: [www.Lacroix-group.com](http://www.Lacroix-group.com)

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