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## **Miller Dial Acquires Elastomeric Keypad Manufacturer INCO**

EL MONTE, Calif.— Miller Dial, LLC, a pioneering figure in product identification solutions and user interface component manufacturing, today announced it has acquired Innovative Components Company (INCO). The Simi Valley, Calif., elastomeric keypad manufacturer has specialized in providing exemplary service and quality to its nationwide customer base since 1982. Miller Dial's acquisition of INCO bolsters its position as the industry leader in high quality, low-cost production.

Miller Dial President Jim Kaldem felt increasing demand for smaller, service-oriented manufacturers, such as INCO, to offer more competitive pricing made the acquisition a natural fit for both companies.

"This is not our first acquisition of a company dealing with the competitive pricing demands of this market," said Kaldem. "We have acquired other companies that have a long history of phenomenal customer support, but struggled to meet increased pressure to reduce prices."

Miller Dial, through a strong combination of excellent engineering and economies of scale can offer substantial cost advantages to the customers of smaller companies like INCO.

"Equal or superior service levels coupled with significant longer-term price advantages are the goals that we drive for with each of these acquisitions," commented Bob Montano, Vice President of Sales and Marketing at Miller Dial.

Homer Bastug, INCO's Founder and General Manager, believes INCO's customers will be excited about the acquisition.

"The majority of our customers have been with INCO for over 25 years," said Bastug. "I'm happy they will continue to receive the high-level of customer support and quality INCO has provided over the years. Now they will have the best of both worlds with Miller Dial's ability to offer low-cost production options."

### **About Miller Dial**

Based in El Monte, Calif., Miller Dial is an internationally-recognized manufacturer of graphic product identification solutions and user interface components, including metal and plastic nameplates, domed labels, decals, graphic overlays, membrane switches, rubber keypads, touch screens and LCDs. In cooperation with these products, Miller Dial is duly recognized as a leader in cost-effective subassemblies. The company's 70-plus years of experience in product identification and user interface manufacturing, combined with its strategic partnerships with PCB manufacturers, plastic injection molders and other highly qualified manufacturers, allows Miller Dial to take your product from concept to completion without cost complexity and the hassle of dealing with multiple suppliers. To learn more about Miller Dial visit [www.millerdial.com](http://www.millerdial.com) or call 800.989.3645. Miller Dial is a Quantum Ventures of Michigan company. For more information about Quantum and its companies visit [www.qvmlc.com](http://www.qvmlc.com).