

Jameco Catalog Features Large Hadron Collider



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Author: [KickStart Search Engine Marketing, LLC](#)

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Jameco Electronics latest electronic components catalog features the Large Hadron Collider (LHC) on its cover. Located in Switzerland and France, the LHC, is the world's largest and highest-energy particle accelerator with the lofty goal of discovering the origins of the universe. The Jameco catalog is the industry's only catalog organized the way engineers design and the catalog is available for free at [Jameco.com](#).

While particles are accelerating in Europe, Jameco's catalog is fueling an acceleration of the electronics industry in the United States. Jameco has seen strong growth in demand for its wide range of brand options.

A 60% traffic increase to its website has been reported by Jameco this year since it has rededicated itself to being the industry's low price leader. "Our research suggests that our customers want much more than a great price. Design engineers want an electronic components distributor that's easy to work with, dedicated to service and stands behind the products it sells," said Greg Harris, Vice President of Marketing. "It's clear that the little things we do make a big difference. Like live representatives answering our phones so customers don't have to push any buttons, allowing customer access to top management and the fact that we answer our e-mails in hours instead of days."

* Jameco's catalog includes full-color presentations that allow for easy comparisons of one brand to another and other numerous unique features to the industry.

* Web codes so readers can easily jump from the catalog to the web site for the latest pricing and availability without having to do a web search.

Jameco's pricing strategy focuses on offering low-priced brands that other electronic component distributors can't offer. "Our products are always priced below our competitors, but it's the hard-to-find brands that seem to appeal to customers most. Where else can you buy a brand new AA alkaline battery for just 20¢ each?" Harris said.

About Jameco Electronics

Jameco Electronics, which is celebrating 35 years in business, is a privately held electronic components distributor headquartered in Belmont, California. The experienced Jameco team has an average tenure of more than nine years at the family run business. Jameco is a franchise distributor for more than 150 different electronic component brands, and is well-known for its price-alternative house brand and factory overrun inventory.

Jameco's product line includes [Fluke multimeters](#), [crimp terminals](#), [LED accessories](#), [battery accessories](#), power supplies, prototype/design, test equipment and much more. To get a free copy of the catalog, visit <http://www.jameco.com/freecatalog> or call 1-800-831-4242.

Contact Details: Angela Avanzino

Jameco Electronics
1355 Shoreway Road
Belmont, CA 94002
650-802-1507
Angela@Jameco.com

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