

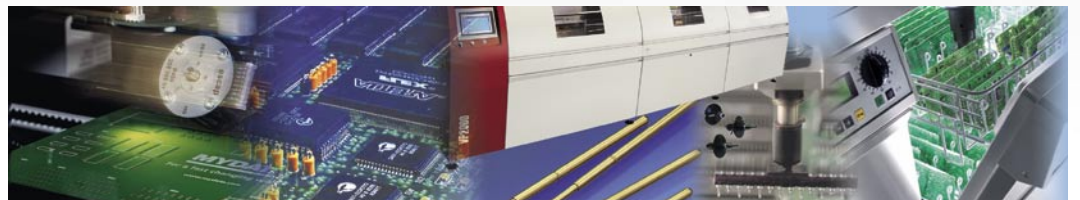
PEREL GROUP

Professional electronics, automation systems and solutions



*Electronics
for professionals*

Electronic components,
measuring equipment,
ESD protection products,
clean room products,
mechanics,
production machinery and
electronic testing equipment,
Perel Service



FINN-ID

*Transactions
into information*

Automatic identification based
enterprise solutions for logistics





Pertti Rantala

President, M.Sc.

"We are focusing to the area, where we can offer the solutions to improve customer operations. We do it delivering both systems improving processes and goods improving products of our customers."

Introduction

Perel Group Oy is the parent company of the group. It's role, besides being a holding company, is to arrange for all services to subsidiary companies. This covers all administrative and financial matters, purchasing for use of the concern, services of advertising, catalog and mailing planning, documentation of import and export, transportation and advertising contracting and also stock operations.

Perel Group Oy was established in 1970, it includes seven companies. Turnover is 26 MEUR, staff 132. Perel Group Oy is a family business. The Rantala family holds 100 % of the shares of Perel Group Oy.

Main working principles

Perel Group companies are looking for and finding solutions for improving the various logistics processes of the customer companies or institutions (our ID companies). On the other hand they are delivering most performed goods to improve technical performance of the products or production lines of the customers (our Perel companies). The third leg is to provide customers with wide range of various measuring instruments both for electronic and electric measurements.

We will serve customers in various countries from the separate companies in Finland, Russia and the Baltic area, keeping only the administrative and financial co-ordination centralized in Finland.

We represent the foreign manufacturers only on sole-distributor basis in Finland, Russia and the Baltic countries. We select the representations so that we are able, in reasonable time, to make the selected product group the biggest or at least the third biggest in it's selling area.

Our competitiveness stems not only from our large sales volume, but also from our dedication to maintaining a high level of customer service. We routinely measure the level of our service. Through multiple questionnaires we have found that our customers regard our service level on average to be much higher than that of our competitors. However, we always strive for improvement.

Management group

PEREL GROUP OY

Pertti Rantala, President, M.Sc.

Jari Rantala, Managing Director, M.Sc.

PEREL OY

Jari Rantala, Managing Director, M.Sc.

FINN-ID OY

Petteri Tarkkonen, Managing Director, M.Sc.

PEREL EESTI AS, PEREL RUSSIA ZAO

Jari Korhonen, Managing Director

ID-BALTI AS

Aivar Proos, Managing Director

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