



STARTUP SUPPLIER OF HIGH-TECH SEALS SIGNS FIRST DISTRIBUTOR IN ISRAEL

Companies Partner to Help Customers in Semiconductor, Chemical, Biotechnology, Ink Jet and Solar Markets Maximize Manufacturing Uptime and Profitability

NEWARK, Calif., August 17, 2009 – [Applied Seals North America, Inc.](#), an international supplier of durable elastomeric sealing products used in manufacturing semiconductors, solar cells and pharmaceutical products, has signed BTS Baruch & Co. Technologies & Supplies Ltd. to provide distribution, local engineering support, and some final testing of Applied Seals' products for customers throughout Israel's high-technology industries.

Headquartered in the city of Herzliya, BTS has a dozen customer service professionals in Israel. The company maintains local product inventories in several locations, enabling fast delivery and service calls.

BTS is a member of the [Hirshberg Brothers Group](#), one of Israel's largest suppliers of raw and process materials, process equipment, and medical and scientific instruments. In addition to having its own technical staff, BTS has access to the group's technologists who contribute their broad expertise in process technologies, quality assurance and logistics. The Hirshberg group of companies was established in 1925 and employs more than 150 people.

"Leveraging its more than 25 years of experience in the semiconductor industry, BTS has already begun working to educate the region's microelectronics companies about sealing products' wide range of compositions, performance specifications and product lifetimes," said Dalia Vernikovsky, president and general manager of Applied Seals North America. "Through our partnership, we also are working together to address the needs of customers in the chemical, pharmaceutical, biotechnology, ink jet, and solar markets."

Applied Seals' products are manufactured by GMORS, the largest producer of sealing products in Taiwan and parent company of both Applied Seals North America and its sister company Applied Seals Co., Ltd., which is based in Taiwan. In addition to supplying the microelectronics, biomedical and chemical processing industries, GMORS provides sealing products for every major automobile manufacturer in the world.

BTS can be contacted at 18 Galgalei Haplada Street, Herzliya, 46103, Israel. Telephone: 972-9-9543525 / 9543368. Email: btstec@hb.co.il

About Applied Seals North America

Applied Seals sells and supports a range of sealing products used to create and maintain the integrity of ultraclean manufacturing environments. Seals are used within virtually all production equipment used in processing semiconductors, solar panels, pharmaceuticals, ultrapure chemicals and other high-technology products. Prescribing

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the optimal seal for each application has been shown to increase manufacturing uptime, boosting production capacities without the expense of adding capital equipment. More information is available at www.appliedsealsna.com

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