



Fisnar Announces New Managing Director, Fisnar Asia

FOR IMMEDIATE RELEASE

WAYNE, NJ – March, 2011 – Fisnar®, is pleased to announce the addition of Eric Choi to Ellsworth Corporation as Managing Director, Fisnar Asia. In his new role, Eric will concentrate on consolidating and growing Fisnar business in Asia and to establish Fisnar Asia as the supply hub for Fisnar globally.

According to James Dornan, Managing Director responsible for Fisnar global operations, “Eric’s addition comes at a time when Fisnar is significantly concentrating sales and business development efforts in new Asian markets. Eric’s thirty plus years of sales and management experience will be extremely valuable to building our business and will prove beneficial as we further penetrate into the Asian marketplace.”

Kelvin Wu, Managing Director - Ellsworth Adhesives Asia stated, “We are excited with the addition of Eric to our Asian operations. His familiarity with the marketplace will further strengthen our presence and allow us to continue to expand globally.”

About Fisnar

Fisnar is a world leader in fluid dispensing and dispensing automation. Fisnar manufactures [automatic liquid dispensers](#) for adhesive, glue, cyanoacrylates, silicone, RTV, anaerobic resin, epoxy, UV cure formulations and many more fluids. Fisnar Inc. is also a manufacturer of dispensing valves, industrial robots, peristaltic pumps, spray nozzles, syringes & [consumables](#) including, needles, barrels and tips. Fisnar offers the largest selection of products including a [valve](#) for every type of material and a wide range of economic [industrial robots](#) suitable for automating a bench assembly operation or for integration in a larger in-line process. Fisnar can be contacted directly at 973-646-5044 or by logging onto www.fisnar.com.

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