



## What is Saelig in a Nutshell?

**Core Business:** Saelig Company, Inc. is an online marketer and distributor specializing in a wide range of electronic test & measurement equipment, components, and related accessories, including many unique items not available elsewhere in USA. Saelig provides high-quality, reliable, cost-effective solutions for engineers and technicians in industries globally, sourcing products from numerous manufacturers worldwide, in addition to offering their own proprietary line of motor control products.

### Key Features:

- Extensive Product Catalog: Offers a comprehensive selection of test equipment (oscilloscopes, spectrum analyzers, waveform generators, DMMs, data loggers, etc.), automotive test equipment, EMC/EMI solutions (Faraday cages, shielded bags), cables, electronic components (ICs, sensors, switches), converters, embedded systems, industrial PCs, PCB test equipment, RF/Wireless products, and ultrasonics.
- Diverse Supplier Network: Distributes products from a wide array of international manufacturers, including prominent brands like Siglent, Rigol, Pico Technology, Teledyne LeCroy, and many others.
- Specialized Product Offerings: Features unique products not widely available elsewhere, such as ABI's PCB test and reverse engineering tools, Sciospec impedance analyzers, Micsig high voltage probes, and their own Saelig-Kerr motor control boards.
- Technical Support and Advice: Provides pre-sales and post-sales technical assistance to help customers select appropriate products and troubleshoot issues.
- B2B and Government Sales: Serves a broad customer base including Fortune 500 companies, military and prime contractors, automotive manufacturers, educational institutions, hospitals, and individual end-users, holding a GSA Contract (GS-07F-281AA).
- E-commerce Platform: Facilitates online browsing, product discovery, quoting, ordering, and customer account management (login/register, cart, checkout, order history).
- Information Resources: Offers news, articles, videos, newsletters, press releases, testimonials, and a blog to keep customers informed and supported.
- Customer Service Features: Includes options to request a quote, request an RMA (Return Merchandise Authorization), and request for technical support or solutions to custom needs.
- Financing Options: Provides equipment financing solutions for customers.

**Unique Value Proposition:** Saelig's unique value proposition lies in its curated global selection of electronic control and test & measurement equipment, many of which are unique or difficult to find elsewhere. Combined with a strong emphasis on personalized, top-notch technical support and product advice, Saelig positions itself as a trusted partner that helps engineers and technicians find the most reliable and cost-effective solutions for their specific testing and measurement needs, rather than just being a transactional vendor. Their wide product range covers highly specialized and niche requirements across various industries.

**Primary Audience:** Engineers, technicians, researchers, and procurement specialists across various industries requiring electronic test and measurement equipment, electronic components, and related solutions. This includes professionals in electronics manufacturing, automotive, telecommunications, aerospace and defense, education, healthcare, and R&D.

### Key Customer Characteristics:

- Professional Role: Predominantly B2B customers, including design engineers, test engineers, R&D professionals, maintenance technicians, quality control personnel, educators, and IT/procurement managers.
- Technical Expertise: Possess a strong understanding of electronics, electrical engineering, RF/wireless technologies, and measurement principles. They are looking for specific technical specifications and performance data.
- Needs-Driven Procurement: Purchase equipment and components to solve specific technical challenges, improve testing processes, develop new products, or maintain existing systems.
- Value Reliability and Performance: Prioritize the accuracy, durability, and advanced capabilities of the equipment.
- Seek Technical Support: Appreciate access to expert advice for product selection, application guidance, and post-purchase technical assistance.
- Budget-Conscious: While seeking high-quality, they are also looking for cost-effective solutions, economical options and financing.
- Industry Affiliation: Work for diverse organizations such as Fortune 500 companies, small to medium-sized businesses, government entities, military contractors, universities, and hospitals.
- Research-Oriented: Checking product specifications, articles, videos, and technical documentation before making a purchase.

**How can Saelig solve YOUR equipment needs? Call us or write to [support@saelig.com](mailto:support@saelig.com)**