

## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

For more information in Chicago contact:  
Ernie Watts - President  
TRC Chicago, LLC  
630-677-5850  
E-mail: [ewatts@thereillycompany.com](mailto:ewatts@thereillycompany.com)

### **TRC Chicago, LLC Retained By L.A.B. Equipment, Inc., To Lead Business Development In Latin America**

CHICAGO, IL (October 1, 2013)– The Reilly Company, a leading international services firm assisting clients around the globe, announced that TRC Chicago, LLC has been retained by L.A.B. Equipment, Inc., of Itasca, Illinois to directly manage all sales and marketing activities in Latin America.

“As a truly global company, L.A.B. Equipment provides customer focused shock and vibration test equipment in every major market including North and South America, Europe, the Middle East and Asia,” said Bill Noonan, President of L.A.B. Equipment. “Latin America continues to be a significant growth opportunity for us and we know from first hand experience how effective The Reilly Company can be directly managing our channels of distribution in this complex region”.

“In 2006 - 2007, L.A.B. hired The Reilly Company to assist Techlab Systems (L.A.B.’s sister company) with business development in Latin America and Asia”, commented Ernie Watts, President of TRC Chicago. “Now our focus will be on business development opportunities for the core L.A.B. Equipment products in Latin America. Our unique “pay for performance” model allows L.A.B. to leverage our expertise in channel performance improvement and strategy to realize immediate returns on incremental revenue and profit. We look forward to working with Bill and the L.A.B. team again. The greatest reward for our work is the strong and solid relationship we have with our clients, past and present’, added Watts.

For more information, go to [www.thereillycompany.com](http://www.thereillycompany.com).

L.A.B. Equipment, Inc., was established in 1933 and has been recognized for decades as the global leader in the design, manufacturing, and service of product reliability and package testing equipment. The corporate offices of L.A.B. Equipment, Inc., as well as its sales and engineering team, are located in Itasca Illinois.

The Reilly Company, founded in 1988, is an international management services company providing solutions to management, marketing, sales, distribution and operating problems worldwide. The company is dedicated to identifying areas of potential market opportunity and performance improvement thereby helping its clients to compete successfully in world markets and maximize their growth and profits.

TRC Chicago, LLC is the Chicago based affiliate of The Reilly Company.

###