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Mission Statement

Eastern Reliability is a regional manufacturer's representative firm which serves the function of regional or district management for engineered and industrial equipment manufacturers. *Eastern Reliability* serves the Northeastern United States.

Eastern Reliability will work closely with end users, distribution, and consulting engineers in the following market segments: Chemical Processing, Power, Food & Beverage, Pharmaceutical, Biotech, Micro Chip, Water, Wastewater, as well as with Original Equipment Manufacturers (OEM) and Systems Integrators (SI).

Eastern Reliability is governed by the following set of operating principles and purposes:

1. *Eastern Reliability* will only represent the engineered products manufacturers offering high quality, highly specifiable products. All products represented will offer industry the highest reliability and promote the best available efficiency and reliability for the given product segment or application.
2. *Eastern Reliability* will not represent directly competing products.
3. *Eastern Reliability* exists to work closely with distribution and engineering firms to promote manufacturer's products and solutions. *Eastern Reliability* will not directly compete with distribution or undercut distribution by taking orders directly.
4. *Eastern Reliability* will work closely with end users and consulting engineers to promote manufacturers products. This work will often be accomplished in conjunction with existing distribution, but may also be done independently as dictated by market demands.
5. *Eastern Reliability* will work closely with OEM and SI accounts to promote manufacturer's products. *Eastern Reliability* will strive to route business through existing distribution, whenever possible. When deemed necessary by market forces or required service levels, *Eastern Reliability* will bring business directly to the represented manufacturers.
6. *Eastern Reliability* will work closely with end users and consulting engineers to promote reliability and increased Mean Time Between Failure (MTBF) while also working to promote increased efficiency through proper equipment application and system design. Techniques such as plant equipment surveys; Life Cycle Cost Analysis, and MTBF evaluations to promote the represented equipment and gain favorable specification status.