



FOR IMMEDIATE RELEASE

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International Magnetics Association Now Part of The Transformer Association

Cleveland, Ohio – The Transformer Association (TTA) is pleased to announce the formation of the IMA Working Group of the TTA. The International Magnetics Group (IMA) has formed a new category of membership within the TTA. The IMA Working Group promotes the worldwide growth, development, and understanding of soft magnetic materials and their applications. The core membership is comprised of soft magnetic producers and franchised suppliers.

The IMA Working Group's primary focus will be on developing and maintaining industry standards, and statistical analysis of the soft magnetic industry.

The Transformer Association (TTA) is a trade association of primarily North American transformer, inductor, and other magnetic device manufacturers, Industry suppliers, Safety and Regulatory Agencies, Consultants, IMA members and educators. TTA serves as a voice for the industry and provides the following services:

- Networking and educational opportunities.
- Dialogue and coordination with safety and regulatory agencies such as UL and CSA, and other standards - writing bodies such as IEC, IEEE, and NEMA.
- Gather, monitor, and disseminate industry data and trends including economic and industry issues, supplier new product information, best practices, and benchmarking measures.
- Provide a web-based resource for the trade association (www.transformer-assn.org), which provides our members and the overall TTA group with the tools for continuous improvement and growth.

For information on meetings, membership and projects of the Transformation Association, please contact Craig Addington, 1300 Sumner Ave., Cleveland, Ohio 44115, (P) 216-241-7333, (F) 216-241-0105, info@transformer-assn.org.