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## **Edge Technologies Announces New Regional Sales Manager: James Peterson**

**St. Louis, MO** –Edge Technologies announces James Peterson as the new Regional Sales Manager for the Western Territory. The territory includes the states of Washington, Oregon, California, Nevada, Idaho, Wyoming, Montana, Utah, Arizona, New Mexico, Baja California Peninsula, and West Texas. Peterson’s home office will reside in Murrieta, California.

Peterson has 20 plus years of experience working in the industrial automation and machine tool industry: performing machine tool installations, service, repair, and sales. Beginning with his industrial automation career; in the early to mid-90’s, he worked with automotive stamping and robotics to process monitoring on CNC equipment. In 1998, Peterson shifted focus to the machine tool industry. For the past 11 years he has specialized in bar feeding equipment and machine automation. In 2013, Peterson joined Edge Technologies as the West Regional Service Technician. While in the field he worked on installing, troubleshooting and servicing, and maintaining bar feeder equipment.

Peterson reports: “One of the things that originally attracted me to Edge Technologies was their reputation for outstanding customer service and support. Since joining Edge I have been able to see first-hand the level of support we provide. I look forward keeping to these high standards; working closely with the Machine dealers and providing our customers the same level of care and attention to detail that they deserve and have come to expect.”

Edge Technologies provides bar feeding, loading and unloading products for CNC lathes in the precision

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metal working industry. Edge Technologies has extensive experience and a history of success, demonstrated by 30 years of sales and service, including more than 11,000 successful installations of magazine bar feeders in the North American marketplace. For more information visit: [www.edgetechnologies.com](http://www.edgetechnologies.com)

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**James Peterson**  
**Edge Technologies Regional Sales Manager**