

## PRESS RELEASE

### Insignis enhances relationship with Rutronik

**Ispringen (Germany), April 28, 2020 – Insignis Technology Corp, a USA based fabless DRAM and eMMC memory provider, strengthens its cooperation with Rutronik Elektronische Bauelemente GmbH, the World's 11th largest distributor and number 3 in Europe. With the new, focussed distribution strategy, Insignis establishes a worldwide key relationship with Rutronik.**

“This has resulted in parting company with several smaller distribution partners to enable us to focus where we can offer best support for customers,” said Bill Lauer, Insignis CEO. “They offer us a truly global, integrated sales footprint with significant field based technical sales and support. Having a partner that can offer true application advice combined with high level system solutions is key.”

“Commercial trading has also been enhanced with the agreement of a ship and debit process together with a stock in the value of a six-digit Euro amount, meaning customers can get the right product at the right price delivered quickly,” said Adrian Elms, Senior Marketing Manager Digital at Rutronik. “Insignis’ ability to offer longevity of die revision combined with enhanced test flows makes a very interesting proposition for our memory customers.”

Insignis products are carried exclusively by Rutronik and Digi-Key.

#### About Rutronik

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electro-mechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries. The ranges RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER and RUTRONIK AUTOMOTIVE provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance. The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 80 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,900 staff worldwide and achieved Group sales of 1,08 billion euros in the fiscal year 2019.

#### Press Contact:

Agentur Lorenzoni GmbH  
Christine Schulze, ☎ +49 8122 55917-14  
[christine@lorenzoni.de](mailto:christine@lorenzoni.de) | [www.lorenzoni.de](http://www.lorenzoni.de)

