

Press Release



Rutronik and Bluetooth Specialist Minew Sign Global Distribution Agreement

Ispringen, August 6, 2019 – Rutronik Elektronische Bauelemente GmbH and the Chinese manufacturer of Bluetooth technologies Shenzhen Minew Technologies Co. Ltd. have entered into a distribution agreement that is applicable worldwide. Founded in 2007, Minew counts Google, Here, Huawei, and Alibaba among its IoT customers from over 100 countries. The agreement encompasses all of Minew's products.

Since founding its Wireless Competence Center in 2005, Rutronik has been regarded as Europe's leading distributor when it comes to the use of Bluetooth technology. By adding its new partner Minew's products to its range, Rutronik has now expanded into several new segments – with a large selection of beacons and e-paper displays for pricing and product information (including gateways). Rutronik now also offers solutions for retailers, stores, supermarkets, airports, museums, and many other consumer-facing organizations.

In addition, the distribution agreement adds new interesting and cost-effective options to Rutronik's existing range of Bluetooth 5.1-based modules with integrated antennas or IPEX antenna connectors. The global distribution agreement encompassing Minew's entire product range not only offers potential customers comprehensive and local product and technology consulting from Rutronik employees, but also excellent procurement logistics. This is due to the expanded network of warehouses and the ability to purchase additional electronic products from a single source – from small sensors to large servers.

Manufacturer with Excellent Reputation and Outstanding Products

"Minew works closely with our semiconductor partners, so we are already very familiar with its modules, beacons, e-paper displays, and gateways. The company already has an excellent reputation and high profile in Asia, especially with beacons and price tags. Since all of its products are also approved for use in Europe and America, we want to help Minew increase its profile globally," says Bernd Hantsche, Director Product Marketing Embedded and Wireless at Rutronik.

Johnson Zhang, Global Sales and Marketing Director at Minew, adds: "Just like our company, Rutronik's Asian headquarters is located in Shenzhen, which makes it easy to collaborate and communicate when working together on regional projects. We are optimistic that Rutronik will be able to apply its expertise as a Nordic Semiconductor distributor to our Nordic-based modules, which operate using the same tried-and-tested wireless stacks from Norway, but already include all of the HF circuitry and certifications."

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**The group photo shows from left to right:**

Lynn Liu (BDM, Minew), Johnson Zhang (CMO, Minew), Bernd Hantsche (Director Product Marketing, Rutronik), Lan Hong (BDM, Rutronik), Dodo Deng (PSM, Rutronik), Emma He (Sales, Minew), Felix Graf (PSM, Rutronik)

About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electromechanical 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 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,700 staff worldwide and achieved Group sales of 1,05 billion euros in the fiscal year 2018.

Press Contact

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