



## PRESS RELEASE

### „Fastest-Growing Distributor 2019“: Rutronik receives award from Susumu

**Ispringen, 15 December 2020** – Rutronik Elektronische Bauelemente GmbH receives the „Fastest-Growing Distributor“ award from Susumu Deutschland GmbH, specialist for resistors in thin-film technology, for its exceptional growth and successful implementation of design-in activities in the key segments automotive, industry and communication technologies.

„With its expertise and many years of experience in the European market, Rutronik has successfully supported many design-in activities for a wide range of applications. Together we were able to place Susumu thin-film resistors in the relevant growth markets and identify many potential customers“, says Atsushi Omoto, Managing Director & COO of Susumu Deutschland GmbH. „We particularly appreciate Rutronik’s comprehensive sales network, which enables us to supply customers worldwide in a timely manner. This is one of the reasons, why we have been able to record an above average growth in our sales over the past three years. Accordingly, we are looking forward to further cooperation and joint growth“.

„We see the award from Susumu and the visible growth as a confirmation of our strategy for the placement of thin-film technologies. With Susumu, we have a partner that combines high-quality products and a high flexibility“, explains Stefan Sutalo, Director Product Marketing Passive Components at Rutronik. „This enables us to offer small as well as large quantities and to take customer-specific requirements into account in design-ins and developments. Especially the reliability and the experienced technical support located in Germany make Susumu a valued partner for us“.

#### About Rutronik

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. 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.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,800 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The [rutronik24.com](http://rutronik24.com) e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The ‚mass quotation‘ link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

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