

PRESS RELEASE

Partnership expanded: Rutronik and Infineon add Cypress products to their franchise

Ispringen, 01. December 2020 – With effect from October 1, 2020, Rutronik Elektronische Bauelemente GmbH is the distributor for the entire product portfolio of the former Cypress Semiconductor Corporation. Infineon Technologies AG and Rutronik have expanded the existing franchise following the acquisition of Cypress by Infineon. The agreement covers the entire EMEA region.

„The expansion of the existing agreement is a logical and important part of our successful cooperation with Rutronik. It allows us to expand our sales network and at the same time offer our customers even better support in meeting their system requirements,“ explains Mathias Roettjes, Distribution & EMS Management EMEA at Infineon Technologies AG.

The added product portfolio includes memory, microcontrollers, sensor, Bluetooth and WiFi technologies. For Rutronik, the expansion of the franchise thus represents an optimal addition to its existing product range, especially for its presence in the market segments automotive, industry, motor control and lighting.

„This enables us to offer our customers even more optimised 360° solutions that they need for their applications“, says Thomas Ulinski, Director Product Marketing Semiconductors at Rutronik. „The expansion of the portfolio also helps to consolidate our position as one of the leading distributors of active, passive, wireless and electromechanical components.“

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 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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