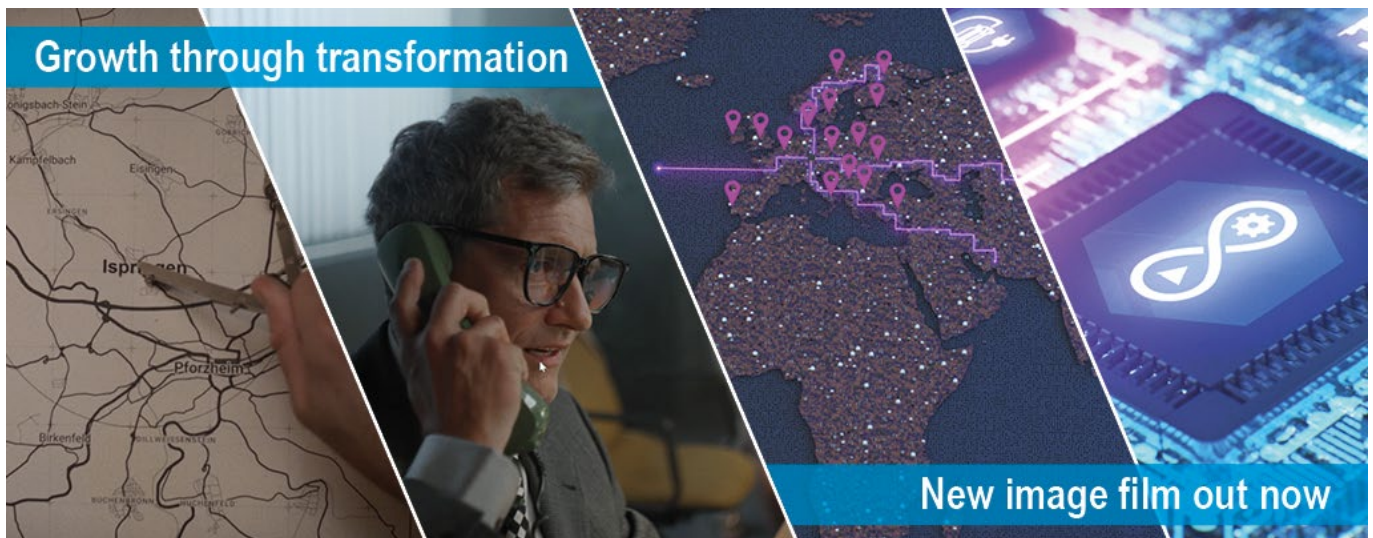


## PRESS RELEASE

### At the end of its 50th anniversary, Rutronik presents a new corporate film and a new start page at [rutronik.com](http://rutronik.com)



"Growth through transformation": the new corporate film provides an insight into the company's history and an outlook into the future.

**Ispringen, February 27, 2024 – Rutronik Elektronische Bauelemente GmbH releases a new corporate film to mark the end of the celebrations. Under the motto "Growth through transformation", the video illustrates in around two minutes the development from a double garage to a global player with more than 1,900 employees in over 80 locations worldwide. The start page of [rutronik.com](http://rutronik.com) has also been relaunched, presenting a varied media design with different formats.**

Rutronik's new corporate film premiered worldwide as part of the anniversary celebrations. The video was shown to employees in various regions, including the Principality of Liechtenstein, Shenzhen, Shanghai, Rome, Bolton, and Fort Lauderdale. It demonstrates that Rutronik is a globally active company and a reliable partner for over 40,000 customers. Its new corporate film highlights the development of the broadline distributor over five decades and its strategy of always recognizing and investing in high-growth future markets at an early stage. Florian Rubländer, Head of Global Marketing Communication at Rutronik, explains: "Rutronik has always been excellent at identifying what is in demand in the world of electronics and acting accordingly. This strength is perfectly showcased in our new corporate film, which illustrates Rutronik's development from a pioneering spirit in a double garage to a provider of system solutions."

#### **New look for the start page**

Another initiative is the further development of the start page of its website, [rutronik.com](http://rutronik.com). In the future, the company will focus on different, varied formats and in particular on the integration of animations and video content. Thanks to the user-friendly and structured layout, Rutronik's entire range is immediately visible – from the various components offered in the individual product groups to the vertical markets and specific innovations from Rutronik System Solutions through to completely new divisions like Rutronik IT



COMMITTED TO CELEBRATE

Electronics.

Rutronik's new corporate film is available [here](#).

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#### ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and celebrates its 50th anniversary in 2023 under the claim "Committed to celebrate". Since five decades, the independent family-owned company based in Ispringen, Germany, stands for continuous expansion focused on high-growth future markets.

In the fiscal year 2022, its around 1,900 employees generated sales of 1.28 billion euros, serving more than 40,000 customers. With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America.

The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK POWER, RUTRONIK SMART, RUTRONIK SYSTEM SOLUTIONS, and RUTRONIK IT ELECTRONICS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP. Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services. Further information is available at [www.rutronik.com](http://www.rutronik.com).

