

## PRESS RELEASE

### Rutronik at Nortec 2020: Hall A3, Booth 662E

**Ispringen, January 8, 2020 – Rutronik Elektronische Bauelemente GmbH's sales organization Rutronik24 will be exhibiting for the first time at Nortec 2020 in Hamburg from Tuesday, January 21 to Friday, January 24.**

The trade show for the production and manufacturing sector is being held for the 17th time, and in 2019 attracted around 12,000 industry visitors and 450 national and international exhibitors in three halls at Congress Center Hamburg. Rutronik24 is appearing at Nortec for the first time and will primarily showcase its e-commerce platform [www.rutronik24.com](http://www.rutronik24.com) there.

In addition, Rutronik24 will be represented at Nortec with its dedicated start-up team BaseCamp. BaseCamp supports young companies with know-how ranging from checking the business plan and component procurement to technical advice and many other services. The team sees itself as a long-term partner.

An example of successful cooperation between Rutronik24 and start-ups is the innovative mosquito protection wristband nopixgo® from the Swiss company NopixGlobal AG, which will be presented at Nortec. The biopulse® module in the wristband utilizes weak electromagnetic pulses and waves to repel mosquitoes. The insects perceive the natural impulses through their sensilla (hairlike sensory organs), and this triggers a natural protective reaction and inhibits the biting behavior.

#### “We Want to Present Ourselves as a Strong Partner”

“We see significant areas of overlap between ourselves and the manufacturing industry, which is why we want to present ourselves at Nortec as a strong partner for electronic components for automation and mechanical engineering as well as embedded technologies,” says Donald Klopolski, Team Leader Field Sales at R24.

#### About Rutronik

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) and the number eleven worldwide (Source Today, 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 1,850 staff worldwide and achieved Group sales of 1,05 billion euros in the fiscal year 2018.

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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