

## PRESS RELEASE

### Now worldwide: Rutronik and Samsung Electro-Mechanics extend partnership

**Ispringen, July 21, 2020** – Samsung Electro-Mechanics (SEMCO), a subsidiary of the Samsung Group with headquarter in South Korea, is one of the leading suppliers of passive components. The expansion of the partnership with the Rutronik Elektronische Bauelemente GmbH in North America represents a strategic milestone for both partners for the further development of the global market presence of SEMCO ceramic capacitors in the automotive sector.

„We are very excited about the continued expansion of our mutual success story. By working closely with SEMCO, we have established a global network to support our customers worldwide“, says Stefan Sutalo, Director Product Marketing Passive Components at Rutronik. „One of SEMCO’s absolute advantages right now is the long-term assurance of supply chains through its in-house production and development departments“.

Especially for the global customers with locations in the US, Canada and Mexico the expansion of the franchise for North America means a worldwide local support and supply of the different logistic systems with SEMCO-components through Rutronik.

Multilayer ceramic capacitors are essential components for the promising applications in the range of Automotive & E-Mobility, Advanced Robotics, Industry 4.0 and Internet of Things (IoT). For example, SEMCO equips the X7R Multilayer Ceramic Capacitors for the automotive industry with metal-epoxy-termination as a standard.

„With Rutronik we have the right partner to grow especially in the automotive sector“, said Sungdo Son, President of Samsung Electro-Mechanics America. „The global orientation of the family-owned company and the comprehensive network of sales, FAEs and product marketing offers us an optimal position to successfully place our products.“

#### 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 1,900 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.

#### Press Contact:

Agentur Lorenzoni GmbH  
 Melanie Nagy, ☎ +49 8122 55917-16  
[melanie@lorenzoni.de](mailto:melanie@lorenzoni.de) | [www.lorenzoni.de](http://www.lorenzoni.de)

