

## PRESS RELEASE

### TDK honours Rutronik with the European Distribution Award 2019 in gold

**Ispringen, 08. July 2020** – Rutronik Elektronische Bauelemente GmbH receives the Gold Award 2019 as part of the annual TDK Senten Manten program.

With 84 percent of the maximum score possible, Rutronik is particularly convincing in the area of sales growth, with an increase of 28.3 percent over the previous year.

The TDK Senten Manten Distributor Performance Evaluation Program evaluates the cooperation and performance of the distribution partners in four categories: Business performance, inventory management, terms and operational excellence.

„We are very proud to receive this award from the TDK Senten Manten program. The combination of TDK’s technologically demanding products with Rutronik’s capabilities in Design-In support and logistics offers our customers solutions from a single source. This recognition confirms our common strategy. We are looking forward to further expanding the partnership to open up new markets and win new customers,“ says Markus Krieg, Chief Marketing Officer at Rutronik.

Dietmar Jaeger, head of TDK Global Sales Distribution, adds: „Thanks to its infrastructure, logistics and competent team, Rutronik is able to support its customers from the beginning of the design phase to the final implementation. For TDK, presenting the Gold Award is therefore a sign of appreciation of our partner Rutronik for our successful cooperation.“

#### 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.

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