

PRESS RELEASE

EMEA Distribution Excellence Award: Sensirion honors Rutronik again at the Distribution Meeting EMEA



The two companies have more in common than a successful supplier-distributor partnership.

From left to right: Vidya Sriram (Rutronik), Damien Smej (Rutronik), Manuel Gauß (Rutronik), Iliès Berrouiguet (Rutronik), Victoria Spauszus (Sensirion), Davin Moorman (Rutronik)

Ispringen, July 18, 2023 – Sensirion, one of the leading manufacturers and specialists in the environmental and flow sensor technology market, awarded Rutronik the "EMEA Distribution Excellence Award" for the EMEA region in the "Broadliner" category for the second time. The award ceremony took place during the annual Sensirion Distribution Meeting EMEA in Küsnacht, Switzerland. The Rutronik team was particularly pleased with the award this year, as the successful cooperation with Sensirion goes well beyond the distributor level.

For example, the development team at Rutronik System Solutions decided to integrate the SHT41 humidity and temperature sensor and the SGP40 air quality sensor on the Rutronik Adapter Board – RAB1 because of Sensirion's above-average quality. For another board, the Rutronik Adapter Board – RAB2, the developers also rely on Sensirion and the CO₂ sensor SCD41. Together with another CO₂ sensor, this forms the heart of the board. With the boards from Rutronik System Solutions, it is very easy for developers to test the components or a combination of sensors for the respective application already in the pre-development phase and to select the most suitable ones. This significantly reduces the time-to-market.

"We are very grateful for this award; after all, it confirms our own claim to excellence in the cooperation with our partners. Sensirion itself follows a similar goal, namely to develop components that are always better, simpler, faster, more efficient, and effective. Particularly in the context of Rutronik System Solutions, we benefit immensely from the high-quality sensor technology and specialist know-how that Sensirion offers," says Manuel Gauß, Senior Manager Product Marketing Analog & Sensors at Rutronik.

"We are impressed by Rutronik's outstanding performance in 2022, especially their ability to turn projects



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into design-win opportunities for Sensirion. Rutronik's 50 years of experience in the market makes them a reliable partner for us," added Gina Greco, Director Channel Sales at Sensirion AG. "We are very pleased to award Rutronik with the 'EMEA Distribution Excellence Award 2023' and are convinced that our cooperation will deepen in the coming years."

Find more information about our 50th anniversary on our website: [rutronik.com/50-years](https://www.rutronik.com/50-years)

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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, and RUTRONIK SYSTEM SOLUTIONS 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.

