

Press Release



Rutronik and Vishay Intertechnology Extend Franchise Agreement to the Americas

Ispringen, June 25, 2019 – Rutronik Elektronische Bauelemente GmbH is now distributing the entire Vishay Intertechnology product portfolio in the Americas. Vishay offers a wide range of semiconductors and passive components, with a product line-up ranging from resistors and inductors to capacitors. The company predominantly serves the industrial, automotive, computing, and telecommunications markets.

Vishay's portfolio in the Americas includes MOSFETs, power resistors, voltage dividers, battery shunts, optical sensors, ESD and Zener diodes, transient voltage suppressors (TVS), Schottky diodes, power ICs, tantalum and multilayer ceramic chip (MLCC) capacitors, power inductors, infrared (IR) receivers, and microBUCK® regulators. These components are of particular interest for applications in the fields of mobility, battery management systems, human / machine interfaces in automobiles, ADAS, connectivity, set-top boxes, and BLE beacons for IoT devices.

“We've enjoyed a strong partnership with Rutronik in Europe for the last 17 years,” says Robert Kirch, Vice President of Global Distribution Sales at Vishay. “We're looking forward to building on that relationship in the Americas, where the company's support will be instrumental as we look to increase our presence in a range of markets.”

“Vishay's variety of high quality components, as well as reliable and flexible technical and commercial support, make the company one of our most important partners,” says Manuel Gauß, Line Manager Vishay at Rutronik. “That's why we're excited to be working with Vishay in the Americas as well.”

About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number eleven worldwide (SourceToday, May 2018). 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. The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,700 staff worldwide and achieved Group sales of 1,05 billion euros in the fiscal year 2018.

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