



## Press Release



### Rutronik and Stanley Sign Distribution Agreement for Europe

**Ispringen, March 06, 2019** – Rutronik Elektronische Bauelemente GmbH is expanding its range of LED solutions to include products from the Japanese manufacturer Stanley Electric Co., Ltd. The distribution agreement is already effective and applies to the entire European market.

Stanley's product range includes LEDs, IR emitters, and UV LEDs, and the automotive sector is the company's most important target market. Among these products, the company offers highly customizable and individual selections in terms of color locations and brightness, which are increasingly in demand by Rutronik customers. Stanley also offers extensive technical support. The Japanese manufacturer has production facilities all over the world and more than 30 locations outside its home country.

The distribution agreement offers both companies potential for joint growth, as Thomas Ulinski, Director Product Marketing Semiconductor at Rutronik, explained: "As a result of this distribution agreement with Stanley, we are expanding our product range to include LED, IR, and UV LED products with a focus on the automotive sector. Our strong network in the automotive industry and Stanley's expertise in this field create synergy effects that will allow us to support new projects and acquire new customers."

#### Rutronik's Network and Expertise Are Key Components

Stanley believes the greatest benefits lie in Rutronik's network in the industry, its broad distribution network, and the distributor's experience and expertise: "Since our founding in 1920, we have focused on light and lighting in all its facets. We support our partners in the automotive sector and beyond not only with our high-quality components, but also with our knowledge and expertise when it comes to design-in products. Thanks to its experience, global network, and outstanding reliability, Rutronik is an ideal partner for us and we look forward to a long and successful relationship," explained Stefan Koch, Director at Stanley.

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#### About Rutronik ([www.rutronik.com](http://www.rutronik.com))

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) 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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