

PRESS RELEASE

Rutronik and Gowin Conclude Distribution Agreement for EMEA and North America

Ispringen, March 11, 2020 – Rutronik Elektronische Bauelemente GmbH expands its portfolio to include the Gowin Semiconductor Corp. product range. The distribution agreement has already taken effect and applies to the EMEA region and North America.

The Chinese semiconductor manufacturer offers a broad portfolio of programmable, user-friendly, cost- and performance-oriented FPGA solutions, logic blocks, design software, IP cores, reference designs, and development kits for the industrial, communications, medical, consumer, and automotive target markets.

Collaboration enhances Rutronik's system solutions offerings

“We are delighted to have such a well-established and renowned Distributor as Rutronik to help us further grow our fast developing business across not just EMEA but also North, Central and South America“, says Mike Furnival, Director of EMEA Sales at Gowin. „I believe their solution based selling, technical expertise and excellent geographic coverage will be a great complement to our existing network of representative sales and niche and bespoke distributors.”

Adrian Elms, Senior Marketing Manager Digital at Rutronik, stresses: “We are very pleased to be working with Gowin. The innovative portfolio of FPGA products, particularly for the IoT, significantly enhances our range of system solutions offerings.”

About Rutronik

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 electro-mechanical 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 80 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,900 staff worldwide and achieved Group sales of 1,08 billion euros in the fiscal year 2019.

Press Contact:

Rutronik Elektronische Bauelemente GmbH
 Sebastian Hör, ☎ +49 7231 801-0
presse@rutronik.com | www.rutronik.com

Agentur Lorenzoni GmbH
 Christine Schulze, ☎ +49 8122 55917-14
christine@lorenzoni.de | www.lorenzoni.de

