

## Press Release



### Intel Presents Rutronik with “Best Growth in IoT Group” Award

**Ispringen, May 21, 2019** – At the “Intel Partner Connect Summit” held in Dublin in mid-April, the American semiconductor manufacturer Intel presented Rutronik Elektronische Bauelemente GmbH with the “Best Growth in IoT Group” award. In 2018, Rutronik grew revenue from the sale of Intel products by around 140 percent compared with 2017.

According to Mario Klug, Senior Manager Product Marketing Boards at Rutronik, the substantial increase in sales can be attributed to design-in activities in the IoT market. Innovative products such as Intel RealSense™ with Movidius™ AI accelerators, OpenVINO™ technology, NUCs, and embedded processor designs all played a key role in this success.

Rutronik took part in the “Intel Partner Connect” event from April 9 to 11 in Dublin as an exhibitor for the first time, with a small booth where participants could learn about the distributor and its services. The event was primarily dedicated to artificial intelligence solutions and products developed by Intel specifically for this purpose.

#### An Enormous Boost in Motivation

“We are very proud of this award,” says Mario Klug. “An increase in sales of around 140 percent shows that our strategy of focusing on design-in activities is clearly the right one. This success is due to our motivated and highly qualified team of product managers and field application engineers and, of course, motivates us to kick things up a notch.”

According to Christian Ganz, Director Partner Sales at Intel: “As the sales figures impressively confirm, Rutronik is a strong, reliable partner. That is why the award is extremely well deserved and we look forward to continuing to work so closely and successfully with Rutronik in the future.”

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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 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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