

PRESS RELEASE

Rutronik celebrates 50th anniversary



Image: Rutronik was founded in 1973 and celebrates its 50th anniversary this year. Helmut Rudel (left), founder and president of Rutronik, and CEO Thomas Rudel (right) are happy about this milestone in the company's history.

Ispringen, 16 May 2023 – Rutronik Elektronische Bauelemente GmbH, one of Europe's leading broadline distributor of electrical components is celebrating its 50th anniversary this year. Helmut Rudel founded Rutronik in 1973 in Ispringen, near Pforzheim, Germany. The expertise of the independent family-owned company lies in the distribution of semiconductors, passive and electromechanical components, embedded boards, storage and displays, as well as wireless products. The distributor's customers drive high-growth future markets around Industry 4.0, (I)IoT, Future Mobility, and Energy & Power.

In the 1970s, color television became increasingly popular in Germany, especially because of the 1972 Olympic Games and the Soccer World Cup in 1974. Exactly in the period between these two major sporting events, in 1973, Helmut Rudel founded Rutronik, which was specialized on the distribution of passive components. Rutronik is now one of Europe's largest electronics distribution companies and generated sales of 1.28 billion euros in 2022. Worldwide, the family-owned company now employs more than 1,900 people in over 80 offices, as well as logistics centers in Europe, Austin (Texas), Shanghai, Singapore, and Hong Kong. "We are happy and proud to celebrate our 50th anniversary in the electronics industry this year," said Thomas Rudel, CEO and chairman of the board at Rutronik. "From a small family business that I founded in a double garage in Ispringen in the early 1970s with great support of my wife, we have become a leading distribution company for electronic components within 50 years," added Helmut Rudel, founder and president of Rutronik.

Providing customers with the best possible support

More than 40,000 customers benefit from the diverse product portfolio of leading manufacturers, technical support, individual logistics solutions, and in-house research and development (R&D). Rutronik



COMMITTED TO CELEBRATE

has established design centers in Singapore and Lithuania specifically for its own R&D activities. With Rutronik System Solutions, the distributor is transforming itself into a system provider with unique, partly patented system solutions consisting of hardware and software to shape fast-moving innovation cycles in the industrial environment. With proof-of-concepts, Rutronik System Solutions significantly accelerates the pre-development phases of its customers to shorten the time-to-market of their new applications.

Continuous international growth with strong roots in the European market

"This year we are celebrating important corporate milestones around our growing product portfolio with leading suppliers and our global expansion with subsidiaries in Europe, Asia, and the USA. We are continuously expanding the latter as part of our regionalization strategy. The aim is to be as close as possible to our customers so that we can provide them with the best possible advice," Thomas Rudel continued. "And we would also like to take this opportunity to express our sincere thanks to our customers, suppliers, partners and, above all, our employees, who have always driven Rutronik forward, so that we will continue to write our success story together in the years to come."

Find more information about our 50th anniversary on our website: 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.

