

## PRESS RELEASE

### **Rutronik founds new division with Rutronik IT Electronics: Computer components and systems from a single source**



A broad product portfolio of selected manufacturers and comprehensive expert knowledge characterize the new Rutronik IT Electronics division.

**Ispringen, October 25, 2023 – With Rutronik IT Electronics, the broadline distributor for electronic components establishes a new division and opens up a new business segment. Rutronik IT Electronics addresses the needs of IT system integrators and resellers. A diverse product portfolio of PC components and complete systems is available. Therefore, everything required to construct of business or gaming PCs up to complete servers or data centers is covered.**

By founding Rutronik IT Electronics, the broadline distributor breaks new ground. The division aims to supply IT system integrators and resellers with computer components and systems. The market segments Data Center & Server (e.g. processors, memory, housings, power supply), Business & Office (e.g. PCs, workstations, notebooks, tablets, monitors, projectors), and Gaming & Consumer (e.g. CPUs, GPUs, memory, power supply, system cooling) are the focus.

Rutronik IT Electronics offers an extensive range of products from selected manufacturers like ASUS, Toshiba, Transcend, and Sharp/NEC. Intel is the strategic partner around which a network of certified partners is built. In addition to the broad portfolio, the experts of the new division are available for consultation to realize the best possible solution and/or system for the respective application.

"With Rutronik IT Electronics, we open up a new business segment in which we have not been represented before. Our advantage is that we can offer both individual components and entire systems or system solutions for specific applications from a single source. This simplifies procurement processes, saves valuable time, and reduces costs," states Felix Bock, Team Leader Internal Sales at Rutronik.

#### **Closely linked with the Rutronik Embedded division**

Rutronik IT Electronics and the Rutronik Embedded division, which focuses on industrial, medical, and automotive computer solutions, are closely interlinked. That cooperation makes it possible to combine commercial and tailored components to realize the ideal solution for customers.



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Further information about the new Rutronik IT Electronics division and a contact option are available at [rutronik.com](http://rutronik.com).

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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](http://www.rutronik.com).

