

## Press Release



### Rutronik launches Chinese company website

**Ispringen, December 8, 2017 – Online presence for China: Rutronik Elektronische Bauelemente GmbH unveils its company website for the Chinese market at [www.rutronik.com.cn](http://www.rutronik.com.cn).**

The launch of the website follows on from the opening of the Rutronik WeChat account on the social media platform WeChat in November. The company intends to use the website to make it easier and more convenient for its customers in China to access the product portfolio.

Accordingly, the website not only features a translation of the content in simplified Chinese, but also local and regional content, a specially designed layout and links to social media. The layout itself particularly highlights the Rutronik teams in China and other Asian countries in order to make it easier for customers to get in touch. The specially produced content includes local company news, information on seminars, webinars and trade fairs in the region, vacancies and new products.

‘Our aim is to communicate with our Chinese customers as effectively as possible,’ says Markus Krieg, Managing Director Marketing at Rutronik. ‘Website visitors can expect additional social media links and channels, contact forms and WeChat QR codes. We are thus making sure that the process of communicating directly with our team in China is as user-friendly as possible.’

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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 ten worldwide (SourceToday, May 2017). 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 1,600 staff worldwide and achieved Group sales of 872 million euros in the fiscal year 2016.

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