



## PRESS RELEASE

### „Best Performing Design-In Distributor 2020“: Rutronik receives award from SUMIDA

**Ispringen, 08. December 2020** – Rutronik Elektronische Bauelemente GmbH gets the award for „Best Performing Design-In Distributor 2020“ from SUMIDA Components & Modules GmbH. Rutronik is thus honoured for its effective design-in support for customers for inductive components. SUMIDA develops and produces inductors and modules specialising in customer-specific solutions. The broad and innovative portfolio of the globally positioned company thus meets the demand of customers in the automotive electronics, renewable energies, industrial electronics, medical technology, consumer goods and household appliances sectors. For Rutronik, SUMIDA is one of the focus manufacturers for inductors and transformers.

„In Rutronik we have a partner who has anchored our basic principles of speed, market knowledge and efficiency in its own company philosophy“, says Horst Jellbauer, Senior Director Sales Europe at SUMIDA. „Together we are also working on a regional level to offer our customers new products and services. Rutronik is particularly characterised by its deep understanding of their needs“.

„This award shows us that our approach to design-in is the right one. Thanks to our internal network of experienced Field Application Engineers and specialised Product Sales Managers, we can meet almost any customer requirement. It makes no difference whether the customer needs support in selecting an existing product according to technical and commercial criteria or in developing an innovative solution from the ground“, explains Stefan Sutalo, Director Product Marketing Passive Components. „Thanks to SUMIDA, we can respond to the individual needs of our business partners‘ development departments and meet even complex requirements. What our customers appreciate about SUMIDA is above all the high quality standard of our own products. This includes excellent technical support and customer service, as well as extensive R&D facilities in Germany“.

#### About Rutronik

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. 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.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,900 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The [rutronik24.com](http://rutronik24.com) e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The ‚mass quotation‘ link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

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