Distribution News

Halle 008, Stand D33

Rutronik24 Exhibiting at the 2019 Hannover Messe

Ispringen, February 18, 2019 – Rutronik Elektronische Bauelemente GmbH will be exhibiting for the third time at the Hannover Messe trade show this year through its sales organization Rutronik24. The focus will be on acquiring new customers and networking with start-ups. The trade show is being held from Monday, April 1 until Friday, April 5, and Rutronik's booth will be located in the "Smart Connected" pavilion: Hall 008, Booth D33.

Rutronik24's booth at the trade show will be geared primarily toward customers from the field of industrial applications with a focus on embedded applications, IoT, wireless, and M2M. Visitors to the booth will not only be able to learn more about how the e-commerce platform itself works, but also view Rutronik24's exhibits, including the "Bolted Cruiser" from Bolted Bikes, which Rutronik supplied components for, as well as boards from the Italian manufacturer SECO, storage media from Apacer, GOODRAM, Swissbit, and Transcend, e-paper technologies from Holitech, the Nordic-nRF91-Thingy, and an NUC and the Myriad AI stick from Intel.

Furthermore, the distributor wants to deepen existing relationships with customers and increase brand awareness both nationally and internationally. "Hannover Messe brings decision-makers, researchers, manufacturers, and distributors together and is an excellent opportunity for us to present our range of products and increase Rutronik24's brand awareness," says Donald Klopolski, Team Leader Field Sales for Rutronik24.

Together with two sales representatives, he will be available at the booth in the "Smart Connected" pavilion to advise and provide information to visitors. "Over 210,000 visitors from the industry attended the Hannover Messe trade show in 2018, 70,000 of whom came from abroad. This is the ideal platform for us to present our company and our products," says Klopolski. Rutronik also exhibited at the show in 2017 and 2018 through its distributor Rutronik24.

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About Rutronik (www.rutronik.com)
Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) 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.

The 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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