Press Release

Rutronik and Holitech Technology Sign Global Distribution Agreement

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Ispringen, January 29, 2019 – Rutronik Elektronische Bauelemente GmbH is expanding its range of display solutions to include products from the Chinese manufacturer Holitech Technology Co., Ltd. The distribution agreement encompasses the company's entire product range, is already effective, and is applicable worldwide.

Holitech's product range includes display technologies such as TFTs and passive LCDs, OLEDs, bistable e-paper displays, and touch panels, as well as FPCs (Flexible Printer Circuits), camera-, and biometric modules. The company is one of the big players in the display industry in its home country of China and expanded its business to the European continent with the opening of its European headquarters in Munich in 2017. Holitech was founded in 2004 and has over 24,000 employees worldwide.

The company has extensive expertise in the field of semicustom display adaptations, such as custom adaptations for backlights, FPCs, cover glass, and touch screens, as well as a broad range of high-quality small, medium, and large TFT displays, passive LCDs, and e-paper technologies. The company's main target markets are industrial visualization, consumer, medical, digital signage, and metering.

Rutronik: Flagship of the Holitech Distribution Network

"We are delighted to be working with Rutronik. In the last few years, the company has developed into a global distributor with impressive activities – particularly in Europe and Asia. This is why Holitech and Rutronik are a perfect match and will continue to grow together", says Thomas De Laar, Director Business Development at Holitech. Vincenzo Santoro, Senior Marketing Manager at Rutronik, is very happy about the new partnership: „With Holitech's solutions, we are filling gaps in our e-paper and TFT portfolio. In addition, the partnership will allow us to provide our customers with exclusive, customized key solutions."

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 1,600 staff worldwide and achieved Group sales of 950 million euros in the fiscal year 2017.

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