

Press Release



Sensirion Presents Rutronik with the Distribution Excellence Award

Ispringen, July 5, 2018 – As part of its annual Distribution Sales Meeting EMEA, Sensirion AG presented Rutronik Elektronische Bauelemente GmbH with the Distribution Excellence Award.

“Rutronik stands out thanks to its proactive cooperation, close collaboration, and its uncompromising will to improve. Continuous sales growth of over 50 percent and many project applications led to this award,” said Florian Hirsch, director of Channel Sales at Sensirion.

Rutronik and Sensirion – a Perfect Duo

“We are delighted to receive this award,” said Markus Balke, Product Marketing Director Analog & Sensors at Rutronik. “Sensirion distinguishes itself in the field of environmental sensors with its tremendous innovative spirit, making it one of the industry’s true pioneers. This results in many joint design-in activities for customers from a wide variety of sectors,” explained Balke.

The award was presented at the Sensirion Distribution Sales Meeting EMEA, where the Swiss manufacturer founded in 1998 celebrated “20 Years of Sensirion – 20 Years of Strong Partnership.” To familiarize distributors with new products in the field of environmental sensing, more than 50 distribution partners came together for the meeting on the shores of Lake Zurich.

Sensirion is one of the leading manufacturers of digital microsensors and systems. Its product range includes gas and liquid sensors, as well as differential pressure and environmental sensors for measuring temperature and humidity, volatile organic compounds (VOC), CO₂, and particulate matter (PM 2.5).

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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