

Press Release



Rutronik24's Latest Feature: CAD Visualization of Components

Ispringen, July 26, 2018 – The e-commerce platform www.rutronik24.com has launched a new feature: developers can now choose between different CAD models of the components available on the site and download them for use in their own design programs. To achieve this, Rutronik24 has partnered with UltraLibrarian.

Rutronik24 is working with UltraLibrarian, a platform that offers development engineers access to an extensive library of various CAD formats, to display the components in 3D. To implement the feature on Rutronik24, a button that is visible to logged-in users labeled “CAD Models” was added to each component’s product page. Clicking on this button opens a menu that allows the user to choose between different formats and display methods and then download the desired model via UltraLibrarian.

A Milestone on the Path to Increased User-Friendliness

“Our collaboration with UltraLibrarian is a milestone and makes our e-commerce platform even more attractive for customers,” says Andrea Bissinger, sales manager at Rutronik24 Germany. “In addition to the existing procurement, PCN, and mass quotation features, the ability to download CAD models is another key element of our range of services. As a result, our Rutronik24 platform offers developers all the tools they need for their projects from a single source – and is fast, easy to navigate, and user-friendly,” says Bissinger.

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.

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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