

PRESS RELEASE

Success confirmed: TDK honors Rutronik with the European Distribution Award in Gold for the second time in a row

Ispringen, 27 July 2021 - Rutronik Elektronische Bauelemente GmbH continues to impress with its performance. Once again, Rutronik receives the European Distribution Award in Gold as part of the annual TDK Senten Manten Program.

The European Distribution Award honors the best distribution partners in Europe. The annual evaluation is based on four categories: business development, inventory management, contractual terms, and operational excellence. Rutronik was able to convince despite increased requirements and is rated top volume distributor. The best possible rating was reached in the categories of contractual terms and operational excellence. The company also performed well in terms of mid-term turnover growth.

„Receiving the European Distribution Award in Gold again confirms that we continue to set standards with our performance and commitment. We greatly appreciate this recognition, especially considering the challenges that 2020 has brought for the entire industry. We like to intensify the cooperation with our partner TDK and continue on the path we have chosen to provide existing and new customers with technologically high-quality products. Combined with our expertise in component procurement, technical consulting, and logistics, we can offer our customers a unique portfolio of services“, explains Markus Krieg, Chief Marketing Officer at Rutronik.

Dietmar Jäger, Head of TDK's Global Distributor Division, adds: „We have raised our requirements in the evaluation. In this context and the difficult market conditions, Rutronik's performance deserves special mention. The second award in a row proves that our trustful cooperation with Rutronik is successful and that the company is a competent partner for existing as well as new customers.“

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 1,800 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The [rutronik24.com](https://www.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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