

## Press Release



### Yageo Names Rutronik “Global Distributor of the Year 2017”

**Ispringen, June 21, 2018** – It’s the culmination of a highly successful partnership – in recognition of generating the highest sales of all of Taiwanese manufacturer Yageo Corporation’s distributors worldwide, the company has presented Rutronik Elektronische Bauelemente GmbH with its “Global Distributor of the Year 2017” award.

“Rutronik is our solution supplier and provides its customers with comprehensive and professional service from a single source. This is precisely why we have worked with Rutronik for over 30 years in an extremely trusting and successful relationship,” explained Roger Cheng, Sales Director at Yageo. The award was presented during the EDS summit in Las Vegas in mid-May.

#### A Relationship Built on Trust

Yageo’s product range includes passive components such as resistors, capacitors, inductors, and wireless and automotive components. Rutronik’s partnership with the Taiwanese manufacturer dates back to the 1980s and has grown steadily ever since. Markus Krieg, Managing Director Marketing at Rutronik, is equally pleased about receiving this accolade: “This award is a wonderful confirmation of our joint strategy and long-term partnership. We are positive that our work together will continue to be extremely successful in the future.”

---

#### About Rutronik ([www.rutronik.com](http://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.

#### Press Contact

Rutronik Elektronische Bauelemente GmbH  
Sebastian Hör, Public Relations,  
Tel: +49 7231 801-1679  
E-Mail: [Sebastian.Hoer@rutronik.com](mailto:Sebastian.Hoer@rutronik.com) | [www.rutronik.com](http://www.rutronik.com)

Agentur Lorenzoni GmbH  
Christine Schulze  
Tel: +49 8122 55917-14  
E-Mail: [christine@lorenzoni.de](mailto:christine@lorenzoni.de) | [www.lorenzoni.de](http://www.lorenzoni.de)