



## PRESS RELEASE

### For more design-in with innovative audio applications: Rutronik and PUI Audio expand franchise

**Ispringen, 16. March 2021** – Global partnership: PUI Audio and Rutronik Elektronische Bauelemente GmbH are expanding their existing agreement to now quickly make PUI's extensive product portfolio available to customers worldwide. Especially in the market segments of security, IoT, medical and industrial applications as well as consumer electronics, companies benefit from the wide selection and comprehensive expertise of the audio specialist.

The trend in many applications is currently moving away from monotonous buzzers to a broader frequency range speaker, as required for quality sound music or voice playback. Accordingly, one focus of market demand is on micro loudspeakers, which are part of PUI's product offering along with electret and MEMS microphones, indicators and transducers in piezo or electromechanical versions as well as sirens.

#### Experts for experts

„For our team at PUI Audio, Rutronik is a trusted partner as we provide high-quality audio components for various markets around the world,“ said Brian Coleman, vice president of sales at PUI Audio. „As a leading distributor in Europe, Rutronik offers significant benefits to its franchise partners. We look forward to continued successful collaboration and growth together.“

The developers at PUI Audio have multi-layered, focused and decades of experience in the audio field. This is reflected in audio products developed using the latest materials and the best techniques and tools (such as KLIPPEL testing and analysis).

„The global expansion of the franchise is an important step after ten years of collaboration in the European region,“ expresses Anne Santhakumar, Product Sales Manager Acoustic Components. „With PUI Audio, Rutronik has a reliable, competent acoustic supplier with unique expertise, which is now also available worldwide for our market strategy. From this franchise expansion, our global customer network will benefit from even better support and access to the extensive audio product portfolio with short delivery times.“

#### 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](http://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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