

Press Release



Rutronik and Isocom Components Conclude Distribution Agreement

Ispringen, November 30, 2017 – Rutronik Elektronische Bauelemente GmbH and Isocom Components have concluded a distribution agreement. It covers the entire product portfolio of the British expert for optocouplers and optoswitches and is valid worldwide.

Isocom Components is a leading manufacturer of high performance infrared optoelectronic devices specializing in optocouplers and optoswitches. The optocouplers, photo triacs, and photo MOSFETs are of particular interest to customers in industrial, medical, and energy markets. In addition, Isocom manufactures individual components to meet the specific requirements of customers. The portfolio of the British manufacturer is characterized by cost efficiency, reliability, and just-in-time delivery.

“Rutronik is the ideal partner for Isocom due to its global sales network and standardized infrastructure,” claims Justin Elvin, Managing Director at Isocom. “Our customers can now benefit from extensive experience in the opto industry and the technical know-how of the Rutronik FAEs (Field Application Engineers).”

“The cost-effective solutions from Isocom enhance our product portfolio and strengthen the optocoupler sector. The cooperation allows us to offer our customers even more choice to meet their specific demands,” explains Reza Maghdounieh, Senior Marketing Manager Purchasing and Line Management at Rutronik.

Photo (attached): Massimo Guarnieri, Senior Marketing Manager Opto (Rutronik), Justin Elvin, Managing Director (ISOCOM) and Reza Maghdounieh, Senior Marketing Manager Purchasing and Line Management (Rutronik) (from left)

About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number ten worldwide (SourceToday, May 2017). 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 872 million euros in the fiscal year 2016.

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