

PRESS RELEASE



JAE defines: Rutronik is the distributor 2020 in the EMEA region

Ispringen 21. September 2021 – Long-time partner JAE recognizes Rutronik Elektronische Bauelemente GmbH's performance and honors the company with the „EMEA Distributor of the Year 2020“ award.

Each year, JAE honors a distributor who has been particularly convincing in the past fiscal year of the Japanese manufacturer in the EMEA region. The evaluation is based on various individual categories in which both hard and soft factors are considered. Rutronik now received the „EMEA Distributor of the Year“ award for 2020. The company achieved the top position in several individual categories. So Rutronik performed impressively in the areas of Preferred Distributor, Satisfaction, Promotion & Communication, Sales, Technical, Supply, and POS and won the award.

„We are the largest distributor of JAE products, so this award means a lot to us. Especially when you consider how many individual categories we took the first place. This shows that we have expertise in many areas and offer real added value. The cooperation is very trusting and focused not only on serving existing customers but also on inspiring new customers for JAE's innovative products and opening up new markets. That we are achieving this is also due to the large number of successful designs with the AX01 and DX07 product series, which offer customers many advantages in the field of connectors. Together, we are creating a unique product and service portfolio,“ explains Dr. Jakob K pplinger, Director Product Marketing Electromechanical Components at Rutronik.

„Rutronik and JAE share a long and successful partnership for many decades. The award ‚EMEA Distributor of the Year 2020‘ is a recognition of Rutronik's exceptional sales and distribution success. The close cooperation makes it possible to successfully position both our established and our new, innovative products and technologies in existing as well as emerging markets. In this way, Rutronik supports us to retain customers in the long term and at the same time create new demand. This is what makes our partnership so successful,“ adds Erik Tr ger, Senior Distribution Manager at JAE Europe.

About JAE

As a globally recognized supplier of electronic connectors, JAE Europe Limited (subsidiary of Japan Aviation Electronics Industries, LTD (JAE)) designs, manufactures and markets superior electronic connectors and aerospace products to a variety of industries. With the philosophy “Explore, Create, and Practice”, the company continues to lead the way in providing innovative solutions to an increasingly demanding industry. By combining divergent technologies from experience gained in the aerospace and automotive industries, JAE has been able to transfer these technologies into advanced connector designs with the most demanding applications in the industry. Our parent company, Japan Aviation Electronics Industries, Ltd. (JAE), is a globally oriented supplier of electronic components, fibre optic connectors, LCD monitor connectors, waterproof electrical connectors and other digital systems. Wholly owned by Japan Aviation Electronics Industries, Ltd., Tokyo, Japan (JAE), JAE Europe Limited was established on 1996. At JAE, we offer a wide selection of connector and sensor solutions for a variety of different industry applications.

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 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.

Press Contact:

Agentur Lorenzoni GmbH
Melanie Nagy, ☎ +49 8122 55917-16
melanie@lorenzoni.de | www.lorenzoni.de

