#### Committed to excellence





## Accustomed values. Respected worldwide.

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## The world is getting smaller, Rutronik is getting bigger. Success without frontiers.

#### An expanding business.

As we all know, globalization is making the world ever smaller. By contrast, the challenges facing a business operating on the international stage are growing steadily. We have been meeting those ever-changing challenges with great success for 40 years.

Much has changed since our business was founded: Entirely new applications such as LED lighting, renewable energy and Smart Metering play a key role in electronic component distribution.

Rutronik has changed as the market has changed; from a oneman business into the third-largest distributor in Europe, with a workforce of over 1,250 people. And we are continuing to grow. We now offer our customers not only components, but also tailored solutions, logistics concepts and technical support – in Europe and worldwide.

Grow with us.

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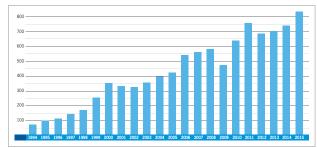
Thomas Rudel



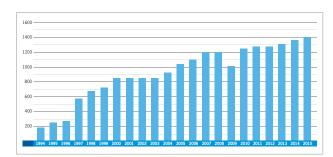
Helmut Rudel President



Turnover in Mio. Euro



Turnover development



Total number of employees

2004	Founding of Rutronik Italia S.r.l., Establishment of
	branch offices in Russia and Lithuania
2005	Founding of Rutronik Nordic AB in Sweden,
	Founding of Rutronik Ltd in Great Britain,
	Establishment of sales offices in Norway, Finland,
	Slovenia, Slovakia and Portugal,
	Expansion of sales organization in Denmark,
	Belgium and the Netherlands
2007	Establishment of sales offices in Estonia and Serbia
2008	Establishment of sales office in Mexico and creation of a sales
	cooperation agreement in Turkey,
	Founding of RUSOL GmbH & Co. KG
2011	Foundation of Rutronik Asia HK Ltd. and Rutronik
	Electronics SZ Ltd, Establishment of sales offices
	in China, Hongkong and Taiwan
2015	Foundation Rutronik Inc. USA

#### Milestones in the company's history

1973	Founding of Rutronik Passive Bauelemente
1980	Acquisition of joint venture Silec/RSC-Halbleiter GmbH
1991	Establishment of sales offices in France and the Czech Republic
1994	Acquisition of BIT-Electronic AG; entry into
	Displays and Systems market, Establishment of
	sales offices in Great Britain and Spain
1996	Acquisition of Discomp GmbH
1997	Acquisition of Dimacel Composants in France,
	Founding of subsidiaries in Switzerland and
	Austria, Establishment of sales offices in Poland
	and Belgium
1999	Acquisition of CED Ditronic in Germany and of IEC
	Distribution S. A. in France
2000	Establishment of a branch office in the Netherlands and
	founding of subsidiaries in Hungary andPoland
2001	Acquisition of TTS in Ireland
2002	

2002 Establishment of sales offices in Denmark, Bulgaria and Romania

## One business with many different competencies.

# RUTRONICS WORLDWIDE

#### Data and Facts Rutronik – More than the sum of its parts.

Rutronik is one of Europe's leading broadline distributors of

- Semiconductors
- Passive Components
- Electromechanical Components
- Displays & Boards
- Storage Technologies
- Wireless Technologies

Prime target markets are:

- Automotive industry
- Telecommunications industry
- Consumer goods industry
- Industrial electronics
- Medical electronics
- Energy and lighting industry

Expert technical support in product development and design-in, customized logistics and supply chain management solutions and extensive backup services complete the portfolio.

#### **RUTRONIK Innovation Centers**

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.

#### **RUTTRONIK24**

Rutronik24 is a modular online shop selling around one million articles across the full spectrum of electronic components. Customers are able to get everything they need, quickly and easily, on a single platform, as well as enjoying support from the Rutronik24 sales team.

#### **BEK Systemtechnik**

BEK is a manufacturer of small, medium-sized and large production runs of electronic modules and devices. BEK also produces samples, as well as offering consulting and support services.



utronik – Broadline distributor of innovative products from leading global manufacturers



**RUTRONIK Innovation Centers** 



RUTRONIK e-Commerce



BEK-Systemtechnik - The specialist in production electronic modules and devices

# Reliability around the globe.

#### Rutronik electronics worldwide Your demand dictates our supply.

As globalization advances, our European customers are increasingly operating through globally diverse locations. In order to provide you with logistical, technical and commercial assistance and support from a single source wherever it is needed, we offer our products and services worldwide. Because being able to work with a familiar business partner, who delivers reliable service allied to well-established procurement and shipping procedures, provides you with the essential security your business needs.

This is assured by our distribution concept, which is founded on a global organization with local support and a unified, through-going IT system. Our IT provides a global, cross-location information base accessible to Global Key Account Managers and the branch offices alike. This system ensures that customers deal with an expertly qualified, well informed contact person wherever they may be. The support provided is consistent and thorough, and shipping procedures are smooth and seamless. To handle specific requirements, Rutronik also places at your disposal a team of experts bringing together know-how in the specific applications concerned who are also well acquainted with the relevant vertical market segments and all their special features.

Rutronik offers an efficient procurement system based on our ability to supply the full range of electronic components all around the world from a single source – with no gaps or seams. As part of that comprehensive system, we also ensure that labels and packaging units are identical across all individual locations. We are also able to tailor custom logistics concepts to meet the individual needs of the branch office in question.

Because for us worldwide means:

- Global services for our European customers
- Global contracts
- Globally unified prices
- Global logistics solutions and eProcurement
- Online connectivity
- Technical support and advice



Our IT base – the data centre in Ispringen.



Many countries, one logistics language.

## Take off worldwide.

## Customer Relationship & Supplier Management **Trust without frontiers.**

#### Our Global Key Account Managers provides worldwide customer support.

Rutronik places a Global Key Account Manger at the disposal of every customer with international operations as the central point of contact in all business matters. He or she possesses all the necessary experience, expertise and authority to conduct board-level negotiations and to make decisions. They are then implemented in the countries concerned, where each customer is assigned a permanent local Rutronik account manager. The local account managers work together closely, with all the various threads being pulled together by the Global Key Account Manager. That's what we mean by "all from a single source".

#### Supplier Management

Rutronik seeks to enter into close, long-term, collaborative partnerships with its manufacturer principals. Our portfolio includes innovative products from leading global manufacturers. Our range sources from two or more manufacturers for each product, so as to provide you with alternatives and to offer a comprehensive selection. In recent years we have been intensifying efforts to harmonize our linecard, as a result of which we are today able to offer the products of almost all our franchise manufacturers worldwide.



As a global distributor, we support international customers.



We ensure that all items are shipped to the same accustomed quality standards worldwide.



# Outstanding prospects.



#### Our core competencies Four building blocks for your success.

#### **CONSULT.** worldwide

We will advise you on all matters

Our global presence and our expert teams of sales staff, applications engineers and product specialists guarantee that you will receive dynamic, highly professional assistance and support in all technical and commercial matters.

#### **COMPONENTS.** worldwide

#### Our product portfolio makes the difference

The unmatched breadth of our components range ensures that our customers' needs are optimally covered. High availability combined with maximum safety and reliability based on our strong partnerships with leading manufacturers ensures that we maintain a technological edge.

#### LOGISTICS. worldwide

#### Logistics modules for higher profitability

Rutronik's intelligent and tailored logistics modules optimize supply chain management and ensure the smooth flow of merchandise. This reduces procurement costs and produces a precisely aligned warehouse configuration.

#### QUALITY. worldwide

#### Quality management without compromise

The integrated management system (IMS) encompasses quality control, environmental protection and occupational health and safety.









# We are growing util you.











#### Technology & environment The perfect partnership.

#### Technical progress and environmental protection go hand-in-hand.

By its successful move into new markets, Rutronik is demonstrating that technical progress and environmental sustainability are not mutually exclusive, but are in fact a perfect match. Rising prices and the need for climate protection are making it more vital than ever before that we should use energy sparingly and with care. Among the key factors in achieving this are **Smart Meters**, as they provide more detailed information and greater clarity as to costs, so enabling potential savings to be identified.

Improving **energy efficiency** also plays a key role in this. Consequently, all manufacturers of electrical and electronic equipment are being confronted by demands to cut the current consumption of their products in operation and to reduce power loss in standby mode.

LEDs are far superior to most other lighting methods in terms of energy efficiency, useful life and maintenance requirement, and as such they offer enormous potential for saving energy on lighting. Rutronik was one of the first distributors to position itself as an LED specialist back in the early days, and the company has carried out numerous projects, including one of the first dimmable LED street lighting systems in Europe as well as the complete LED outfitting of a cafe, a supermarket and the casino in Lisbon.

Alongside energy efficiency, **renewable energy** sources are becoming ever more important. That is why, in addition to design-in support through subsidiary **Rusol**, Rutronik offers complete photovoltaic plants.

Those are just some of the projects by which we are helping to point the way forward along the path to technical advancement. Come along and join us on it.



We set standards in the photovoltaic field.



Smart Meters will save energy in future.



Illuminating visions: LED street lights.

## Quality pays.

#### Quality, safety, risk management, IT, environmental protection Systematic quality management.

#### Quality bucks no compromise.

Our integrated management system (IMS) supports international collaboration between all the divisions and departments at Rutronik. Our IMS encompasses quality, environmental protection and occupational health and safety, and is certified annually based on the international standards ISO9001, ISO14001 and OHSAS18001. And the certificates covering our ESD safety measures and our Dry Pack packaging system (J-STD 033B.1, J-STD 020D and JEP 113-B) provide you with the certainty that the products you receive will not have been damaged by electrostatic discharge or damp.

#### Setting a green example.

Our environmental management system is certified to ISO14001. As part of those procedures, we have set ourselves high goals. Minimizing our environmental impact is one of them. And they also include helping our customers to attain their environmental goals too. We always look to set an example in that respect of course: Our offices are fitted out with energy-saving LED lighting, and our data centre has been upgraded to the latest generation of energy-efficient servers. We have also installed a solar energy plant at our central warehouse facility, and we recycle waste material.

#### Safety knows no borders.

The comprehensive occupational health and safety management system deployed by Rutronik includes risk assessments to identify potential dangers, stipulates preventive measures and systems to avoid accidents and also incorporates preventive health care. Our aim in all these procedures is not only to comply with all legal requirements, but to surpass them. Our designated fire prevention and health and safety officers play a key role in implementing preventive measures on-site as well as providing aid in emergencies.

#### High product quality for your satisfaction.

We can sustain and increase our competitiveness only on the basis of high quality, innovative products. Product change notices (PCNs) are compiled by a standardized procedure and communicated to the customers concerned. Strong partnerships with leading manufacturers guarantee high levels of availability, maximum safety and reliability, ensuring that we permanently maintain a technological edge. We carry out continuous supplier assessments to ensure that the demands of our customers are met.

#### Risk management.

Full redundancy of all key IT systems at two physically separate data centres safeguards optimum availability, so guaranteeing permanent delivery capability. Comprehensive insurance cover protects us against any eventualities, thereby assuring you of complete security and reliability.

## A systematically founded portfolio.

#### Semiconductors

Discrete Components	Analog ICs	Digital Ics	Optoelectronic Comp.		
AC Switches Diodes Transistors	Amplifiers & Linear ICs Data Converters Multimedia ICs Smart Power Products Power Supply ICs Sensors	MCUs Memories Peripheral ICs Special Functions	LEDs Couplers Laser Other IRs		
		A NELTA DEODES	J Diotec Semiconductor EPSON EXCEED YOUR VISION		
ESMT / EliteMT EVERLI		FUJITSU hitex Hone	well <b>GIAR</b> (infineon		
	OSRAM Panasonic				
		roshiba eading Innovation >>> Vincotech	Weh Hing Transformer Mfy. Ltd.		

#### **Passive Components**

Capacitors	Resistors	Inductors, Ferrites & Piezoel	ectronic Components
Electrolytic Capacitors Ceramic Capacitors Film Capacitors Tantalum & Niobium Cap. Electric Double Layer Cap.	Fixed Resistors Nonlinear Resistors Variable Resistors	Chokes Transformers Ferrites Resonators Filters	Buzzers Microphones Crystals Oscillators RTCs
		COPAL ELECTRONICS	
KCHKC 🕺 😣 İskra		株式會市 KEKO (の KINGSTATE	Jeur Partice Solution
KRAH			NESSCAP Panasonic
PIHER PUI PUI PILEC	ronics ROHM Rubycon SAMSU	SAMSUNG ELECTRO-MECHANICS	
	Wiking VISHAY. VITT	OHM Wah Hing Transformer Miy. Ltd.	YAGEO <sup>°</sup>

#### **Electromechanical Components**





#### Storage Technologies



#### Wireless Technologies



#### Innovation Centers

**Discover Innovation in Motion AUTOMOTIVE** Products





Applying the experience and knowledge of automotive divisions to specific issues is the key to successful projects. Automotive qualified products for safety, body electronics, drive train, comfort & convenience and eMobility.



**Combine Technologies** Realize **EMBEDDED** Designs





Acquire bundled hardware, software and services to build a machine and connect it to the internet. Vertical marketing and service approach for customers in the following embedded markets

#### Design your Ideas Products ER





RUTRONIK POWER stands for scalable solutions to convert energy, to switch, to drive or to connect resistive, capacitive or inductive loads. RUTRONIK POWER offers dedicated knowhow from specially trained FAEs and Product Marketing Managers. Throw in state-of-the-art product portfolios from top-notch suppliers around the globe.



## Home

#### Discover the Internet of Things Design SMART Products





Rutronik Smart gets your offline application connected to the internet.

No local storage and computing is necessary with flexible and worldwide access to all data.

#### Committed to excellence



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