

TDK Europe GmbH

TDK combines European sales under one roof

February 2, 2015

Effective February 1, 2015, TDK Corporation has combined its two European sales channels for EPCOS and TDK products under the roof of TDK Europe GmbH ("TDK Europe"). To this end, the relevant sales units at the EPCOS Group have been carved out and integrated in TDK Europe. Despite this move, the EPCOS Group, which was combined with TDK's components business in 2009, remains a distinct entity within the TDK Corporation.

Broad portfolio of products from a single source with an extensive sales network

The sales activities of TDK Europe span both the entire spectrum of passive TDK and EPCOS components, modules and systems and all the company's business with TDK magnets, wireless charging components and transparent conducting films. Power supply units will continue to be sold directly by TDK-Lambda.

TDK Europe is headquartered in Munich, employs 380 people and operates an extensive sales network with 18 sales offices¹ in Europe. The company's sales activities in Germany are conducted not only from Munich, but also from offices in Düsseldorf, Erlangen and Leonberg near Stuttgart.

TDK Europe will be headed by Rudolf Strasser and Philippe Rogeon – both seasoned professionals with many years' experience of selling TDK and EPCOS products. Strasser has been with EPCOS and its predecessor companies for 36 years and retains his position as Sales Director Europe. Rogeon has worked with TDK for 25 years, where his most recent position was that of Director Sales and Marketing Europe. The two are in full agreement: "Bringing the European sales channels together under one roof meets the legal and organizational requirements that allow us to present one face to the customer in the important European market – and to serve our customers from a single source."

Adding value for customers

The integration of TDK's sales activities in Europe generates real benefits for customers. Most customers will now have only a single point of contact for all their needs, irrespective of whether they require TDK or EPCOS products. Orders, too, will now be channeled via a single regional TDK Europe company (the one responsible for a given customer) and processed by a single, harmonized IT system based on SAP.

¹ **Germany:** Munich, Düsseldorf, Erlangen, Leonberg/Stuttgart; **Austria:** Vienna; **CIS** (including Russia): Moscow; **Czech Republic:** Prague; **Finland:** Espoo, Turku; **France:** Pantin/Paris; **Hungary:** Budapest; **Italy:** Milan; **Poland:** Warsaw; **Spain:** Barcelona, Getafe/Madrid; **Sweden:** Kista; **Turkey:** Istanbul; **UK & Ireland:** Bracknell

About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes electronic components, modules and systems* marketed under the product brands TDK and EPCOS, power supplies, magnetic application products as well as energy devices, flash memory application devices, and others. TDK focuses on demanding markets in the areas of information and communication technology and consumer, automotive and industrial electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2014, TDK posted total sales of USD 9.6 billion and employed about 83,000 people worldwide.

* The product portfolio includes ceramic, aluminum electrolytic and film capacitors, ferrites, inductors, high-frequency components such as surface acoustic wave (SAW) filter products and modules, piezo and protection components, and sensors.

Media contacts

		Phone	Mail
Frank TRAMPNAU	TDK Europe Düsseldorf, Germany	+49 211 9077 127	frank.trampnau@eu.tdk.com
Dr. Heinz KAHLERT	EPCOS Munich, Germany	+49 89 54020 2243	heinz.kahlert@epcos.com