

Outstanding performance

TDK honors its distribution partners in Europe

June 14, 2016

TDK Europe has again honored its best distribution partners for TDK and EPCOS components. For the first time, prizes were awarded in three categories: international volume distribution, local distribution and high-service distribution. TTI Europe was the only prizewinner in the category international volume distribution and was awarded gold.

In the local distribution category Gateway Electronic Components in the UK won the gold award, while Poland's Elhurt Spółka won the silver award and bronze went to Germany's Beckmann Elektronik. In the category high-service distribution, Digi-Key Europe received gold, Mouser Electronics Europe silver and Farnell element14 Europe bronze.

"We are pleased that, in the fourth year of the Senten Manten program, our distributors have in many cases made substantial improvements, resulting in an overall increase in the scores," said Dietmar Jaeger, head of TDK's distribution business in Europe and Vice President of Global Sales Distribution, at the awards ceremony in Munich. "That is why we now only have one first place in each category, which makes the award all the more valuable."

The awards are based on TDK's annual Senten Manten distributor performance evaluation program. The Japanese term, Senten Manten, stands for the perfect result, which is reached with 1000 points. The award recognizes the distributors' performance and collaboration with TDK in four categories: business performance, inventory management, contractual terms, and operational excellence. To be recognized, distributors must have a score of at least 600.

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 2016, TDK posted total sales of USD 10.2 billion and employed about 92,000 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.

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