

Awards

TDK honors its distribution partners in Europe

- Gold for Digi-Key Electronics Europe, Avnet Abacus and Elhurt Spólka
- Silver for Mouser Electronics Europe, TTI Europe and Anglia Components
- Bronze for Farnell element 14 Europe and IC Elektronika

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TDK Europe has once again honored its best distribution partners for TDK and EPCOS components. The TDK European Distribution Award 2018 was presented in the three categories of high-service distribution, international volume distribution and local distribution. The gold award went to Digi-Key Electronics, Avnet Abacus and to the Polish distributor Elhurt Spólka.

This is the sixth time that these awards have been presented in Europe. “All three recipients of the gold award are repeat winners from last year,” says Dietmar Jaeger, head of the TDK's Global Sales Distribution. “This constant excellent performance shows that our program is stable and successful.”

The highest score this year was attained by Digi-Key Electronics Europe, therefore recognized with a gold award in the high-service distribution category. Hermann Reiter, head of Global Strategic Business Development & Supplier Management at Digi-Key, emphasizes, “The TDK Senten Manten Award is a perfect reflection of the way we do business every day. At Digi-Key Electronics we live the motto ‘A thousand things done right every day.’ This motivates us to strive for outstanding achievements every single day. We thank the TDK team for the fifth award in a row and our customers for their trust.”

Also in high-service category, silver went to Mouser Electronics Europe and bronze to Farnell element14 Europe. In the international volume distribution category, Avnet Abacus won the gold award, while silver went to TTI Europe. As best local distributors, Elhurt Spólka in Poland received the gold award, while silver went to UK-based Anglia Components, and bronze to the Slovenian distributor IC Elektronika.

This annual assessment of distribution partners is based on TDK's “Senten Manten” program. This Japanese term stands for the perfect result that can be achieved with 1000 points. The awards are based on the distributors' performances and collaboration with TDK in four categories: business development, inventory management, contractual terms and operational excellence. In order to receive an award, a minimum score of 600 points is necessary.

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 comprehensive portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK focuses on demanding markets in the areas of information and communication technology and automotive, industrial and consumer 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 2019, TDK posted total sales of USD 12.5 billion and employed about 105,000 people worldwide.

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