

## Awards

### Awards for best distributors in Europe

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

June 19, 2020

TDK recently honored its best distribution partners in Europe by presenting them – for the seventh time – with the TDK European Distribution Award 2019. For the first time, the Gold Award in the category “International Volume Distributors” went to Rutronik Electronics. The same award in the category “High-Service Distributors” went to Farnell element14 Europe. As in the two preceding years, Poland’s Elhurt Spólka was singled out as the best local distributor.

In the “International Volume Distributors” category, Avnet Abacus won the Silver Award and TTI Europe the Bronze Award. In the “High-Service Distributors” category, silver went to Digi-Key Electronics Europe and bronze to Mouser Electronics Europe. Anglia Components in the UK and Austria’s Epi Components won the silver and bronze awards in the “Local Distributors” category.

“I am pleased at the lasting, stable performance of our distribution partners under difficult market conditions,” said Dietmar Jaeger, Head of TDK Global Sales Distribution. “It shows that we are working with the right partners, and both sides benefit from this cooperation. Regrettably, the coronavirus pandemic forced us to cancel our annual awards ceremony!”

“Winning this award as part of TDK’s Senten Manten program makes us very proud,” notes Markus Krieg, Chief Marketing Officer at Rutronik. “The combination of TDK’s technologically sophisticated products and Rutronik’s capabilities in design-in support and logistics gives our customers solutions from a single source. Being recognized in this way testifies to our common strategy. We look forward to further expanding this partnership in order to penetrate new markets and acquire new customers!”

The annual appraisal of distribution partners is based on TDK’s Senten Manten program. The Japanese term stands for the perfect result, which is reached with 1,000 points. The scoring for the award is based on distributors’ performance and collaboration with TDK in four categories: business development, inventory management, contractual terms and operational excellence. A minimum score of 600 points is needed to qualify for an award.

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## About TDK Corporation

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution and deliberately “Attracting Tomorrow.” It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK’s comprehensive, innovation-driven 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 automotive, industrial and consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2020, TDK posted total sales of USD 12.5 billion and employed about 107,000 people worldwide.

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