

Awards

TDK honors best distributors in Europe

- Gold for Mouser Electronics, Rutronik Electronics, and EPI Components
- Increased storage requirements for higher end-customer satisfaction

July 15, 2021

TDK honored its best distribution partners in Europe by presenting them – for the eighth time – with the TDK European Distribution Award 2020. The gold award in the “High-Service Distributors” category went to Mouser Electronics. In the “International Volume Distributors” category, Rutronik Electronics was honored as in the previous year. The best local distributor is the Austrian company EPI Components.

Only two other awards were given in the “Local Distributors” category this time: Silver went to Gateway Electronic Components in the UK and Bronze to AVIS KS in Slovakia.

“In the past year, during lockdown periods of the pandemic and especially in the aftermath, we have seen that distributor inventory is a major factor for satisfaction of end-customers,” says Dietmar Jaeger, Head of TDK’s Global Distributor Division. “That’s why we raised our requirements and couldn’t give out as many awards this year as we would have liked.”

At the end of 2020, there were already signs of a recovery in global business, followed by a massive upswing and extremely high demand for TDK products in 2021, says Jaeger. Mouser Electronics, in particular, was able to meet the highly increased demand very well and thus best fulfilled the award criteria.

“To be honored by this award means a lot, especially when we understand the Japanese meaning of *Senten Manten* being a perfect result,” says Mark Burr-Lonnon, Senior Vice President of Global Service & EMEA & APAC Business at Mouser Electronics. “We are incredibly proud recipients. I want to thank the Mouser and TDK teams that have worked so hard to achieve this success.”

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.

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 2021, TDK posted total sales of USD 13.3 billion and employed about 129,000 people worldwide.

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