



ISABELLENHÜTTE

Press Information
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D-Dillenburg, 28 April 2020

Isabellenhütte expands its international network

Fujitsu Electronics is Isabellenhütte's global distribution partner

Fujitsu Electronics Europe (FEEU) is now a global distribution partner for standard products in the area of passive components for Isabellenhütte Heusler.

Isabellenhütte, one of the leading manufacturers of low-ohmic precision and power resistors, has entered into a distribution partnership with Fujitsu Electronics Europe. Fujitsu's role is to distribute standard products world-wide, acquiring and advising potential customers with its own operations. Anton Roth, Global Sales Director for Components at Isabellenhütte, explains: "With this distribution partnership we can expand the global coverage of our customers. By doing so we can use individual on-location consultation to include customers whose development sites are different from their production sites. This way we can ensure that the decision pathways are kept short."

If, for example a customer's development is in Europe, but their production takes place in Asia, the distribution partner Fujitsu Electronics Europe will provide technical consultation to the customer in Europe during the development phase and then also ensure on-location consultation through its affiliates in Asia. Anton Roth: "We have a seamless chain and can follow a project on a global scale."

Further Fujitsu locations to follow

After starting with an agreement with Fujitsu Electronics Europe, more contracts will be signed shortly with the further Fujitsu locations in America, Korea, Shanghai and the head company in Japan. With this step Isabellenhütte advances its global network and ensures a streamlined organization and simplified handling of international orders. The customers benefit from closer consultation throughout the value-added chain.

Image 1)

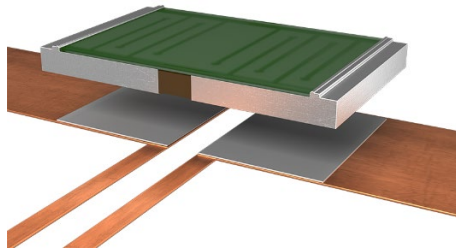


Image 2)

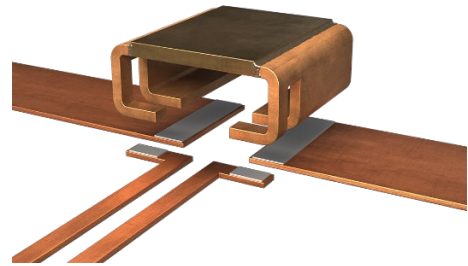


Image caption:

The portfolio that Fujitsu Electronics Europe manages for Isabellenhütte includes standard products such as the ISA-PLAN® resistors from the SM family (image 1) and the precision resistor BVB produced in the ISA-WELD® process (image 2). *Images: ©Isabellenhütte Heusler GmbH & Co. KG*

About Isabellenhütte Heusler

Isabellenhütte Heusler GmbH & Co. KG has been owned by the Heusler family since 1827. Today, they are one of the world's leading manufacturers of low-resistance precision and power resistors. The company set standards with the invention of the ISA-WELD® procedure patented in 2014. Other corporate areas include the manufacture of precision alloys and measurement technology products. The company employs some 950 people at its headquarters and production location in Dillenburg (Hesse, Germany).

www.isabellenhuette.de

About Fujitsu Electronics Europe (FEEU)

Fujitsu Electronics Europe GmbH entered the market as a global distributor on January 1, 2016. FEEU markets complex solutions developed in-house by Fujitsu (and former Fujitsu) companies and third-party manufacturers. FEEU's 'best in class' approach ensures that customers only receive the best product in a segment. The key markets for FEEU are automotive, industrial, medical & fitness and communications. FEEU offers its solutions via direct sales, via its own web shop or via associated partners. The company operates from offices in Langen (near Frankfurt), Munich and Milan. FEEU sees itself as an innovation accelerator – helping its customers to break down barriers, and realize their roadmaps both rapidly and while maintaining optimum quality. More at

<http://www.fujitsu.com/feeu/>

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to Wassenberg.**

Thank you!

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