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### **Elektron Technology awards EMEA Distributor of the Year prize to Farnell element14**

Elektron Technology has named Farnell element14 as EMEA Distributor of the Year for 2014/2015. This inaugural award is in recognition of Farnell element14's outstanding achievements over the past year, combining strong sales growth for Elektron Technology's connectivity brands with exceptional customer support.

Farnell element14 has been offering Elektron's Bulgin and Arcoelectric connectivity brands for over 30 years, and currently stocks over 1,500 product lines, including the popular Buccaneer<sup>®</sup> 6000 and 7000 connectors, and the recently launched piezo switches. This long-standing relationship has helped both companies to ensure an exceptional service for their customers, while recent investments by Farnell element14 in both marketing and stock levels have helped to drive year-on-year sales growth, bringing the Bulgin and Arcoelectric names to more customers than ever before.

Pete Johnson, EMEA Head of Sales for Elektron Technology, commented: "Farnell element14 and Elektron Technology have an outstanding business partnership. This award recognises the company's fantastic achievements in terms of revenue growth, commitment to stock investment, new product introductions and brand promotion across the extensive range of Bulgin and Arcoelectric connectors and switches, all of which have led to a significant expansion of our customer base."

Steve Herd, Global Product Director for Connectors at Farnell element14, added: "We are delighted to have been recognised as the Elektron Technology EMEA Distributor of the Year. The Bulgin and Arcoelectric brands are integral to our product and customer proposition, and we continue to invest in deeper inventory and a broader portfolio of parts for design engineers and buyers to select from.

We look forward to building on the successes of 2014 in the coming years, strengthening the partnership further still."

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