Philips Announces Global Distribution Partnerships

Philips Lumileds strengthens its global presence by partnering with Digi-Key, Farnell, Mouser Electronics and RS Components.

San Jose, CA – Philips Lumileds announced today that it has added new distributors in a move to further expand its supply chain offering. These new distribution agreements will provide luminaire manufacturers with the most immediate access to Philips Lumileds LED technologies.

The new online and catalog distribution partners are Digi-Key Corporation, Farnell, Mouser Electronics and RS Components.

"Solid-state lighting is one of the fastest-growing segments in today's fast-paced market," said Mark Zack, vice president, Global Semiconductor Product, Digi-Key Corporation. "As a global distributor with the largest selection of electronic components, we're pleased to serve the needs of lighting designers by supplying Philips Lumileds' comprehensive line of LED products."

"Premier Farnell has made an unparalleled investment in people, inventory and infrastructure in the high-service distribution space," said Mike Buffham, Global Head of Product and Pricing, Premier Farnell. "Our industry leading element14 community demonstrates a shared commitment, together with Philips Lumileds, to empower engineers with the components, service and information they need to rapidly design and deliver leading-edge products."

"We are excited to partner with Philips Lumileds to deliver their portfolio of products for lighting solution designs," states Russell Rasor, Mouser Vice President of Advanced Technology. "Our customers across the globe will now have easy access to Lumileds’ innovations, like their Freedom from Binning program, which simplifies the design process to reliably select consistent color without the need for binning designations. This fits perfectly with the Mouser model to deliver “What’s Next” in newest products and technologies."

RS Components is a leading global high service distributor of electronics and maintenance products. “Our strategy at RS is focused heavily on reducing design times for engineers by supporting them with free online design resources, and by providing fast, easy access to a vast selection of products direct from stock,” said Jonathan Boxall, Global Head of Semiconductors at RS Components. “We are delighted to be partnering with Philips Lumileds, a move that will provide luminaire designers worldwide with a significant competitive advantage by combining leading-edge LED products with a time- and cost-efficient sourcing and purchasing experience."
“Each of our new distribution partners will have full access to the products, services and people at Philips Lumileds,” said Pierre-Yves Lesaicherre, CEO Philips Lumileds. “With these partnerships, Mouser Electronics, Digi-Key, RS Components and Farnell can provide their customer base with access to the world’s most comprehensive portfolio of application-specific LED solutions.”

Philips Lumileds products are now available at:
www.digikey.com
www.farnell.co.uk
www.mouser.com
http://uk.rs-online.com/web

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About Royal Philips Electronics
Royal Philips Electronics (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people’s lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 118,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming, home and portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

About Digi-Key Corporation
As one of the world’s leading, totally integrated, Internet-based distributors of electronic components, Digi-Key Corporation has earned its reputation as an industry leader through its total commitment to service and performance. Digi-Key is a full-service provider of both prototype/design and production quantities of electronic components. A testament to Digi-Key’s unparalleled commitment to service, North American design engineers have ranked Digi-Key as the #1 Most Preferred Distributor (UBM/EE|Times Distributor Customer Preference Study/June 2011). With global sales for 2011 surpassing $1.5 billion, Digi-Key’s single location in North America is one of its greatest assets. Visit www.digikey.com/worldwide for additional information and access to Digi-Key’s broad product offering.

About Farnell
Premier Farnell plc (LSE:pfl) is a global leader in high service distribution of technology products and solutions for electronic system design, maintenance and repair. Its differentiated proposition includes 29 local language transactional websites, and the critically important element14 Community for design engineers – an industry first (www.element14.com). With sales last year of £973.1m and underlying profits of £104.6m the Group distributes its comprehensive portfolio of products and services throughout Europe, North America and Asia Pacific, supported by a global supply chain of over 3,500 suppliers and an inventory profile developed to anticipate and meet its customers’ needs.

While global in scope, Premier Farnell recognises the individual needs of each market and has continued to internationalise its model accordingly. It trades locally as Farnell in Europe, Newark/element14 in North America and Mexico and Farnell Newark in Brazil. Across Asia Pacific the business trades as element14.

About Mouser Electronics
Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett’s Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 3 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 375,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit http://www.mouser.com.

About RS Components

RS Components and Allied Electronics are the trading brands of Electrocomponents plc, the world’s leading high service distributor of electronics and maintenance products. With operations in 32 countries, we offer more than 550,000 products through the internet, catalogues and at trade counters to over one million customers, shipping around 44,000 parcels a day. Our products, sourced from 2,500 leading suppliers, include electronics, automation and control, test and measurement, electrical and mechanical components.

Electrocomponents is listed on the London Stock Exchange and in the last financial year ended 31 March 2012 had revenues of £1.27bn.

For more information, please visit the website at http://uk.rs-online.com/web/.