

OMRON expands European distribution network with Conrad Electronic partnership

Hoofddorp, Netherlands, Wednesday, 19 October 2022 – OMRON Electronic Components Europe today announced that it has signed a pan-European distribution agreement with Conrad Electronic, the German based sourcing platform for technical supplies operating in 17 European countries.

Under the new agreement, Conrad will supply popular devices from OMRON to business customers throughout Europe. OMRON offers its customers component solutions that contribute to the take-up of new sustainable forms of energy and of high-speed communications. These include not only the high-performance, high-quality relays and switches for which the division is famous, but also innovative environmental sensors that enable electronic systems to respond appropriately to the context in which they are operating. Initially, the Conrad Sourcing Platform will present more than 4,900 of these OMRON products. The two companies plan to widen the range of products accessible through the platform as OMRON introduces new and relevant solutions.

Commenting, Gabor Matrai, European Distribution Account Manager at OMRON explained that the new partnership is to enhance and improve its service to its customers in Europe. "Conrad Electronic is widely used throughout Europe and especially in Germany by engineers to source devices and components for their prototype and production projects. We are delighted to add them to the OMRON distribution network, giving our customers an additional option for sourcing our high quality and innovative component solutions."

Michael Schlagenhauser, Senior Director of Product and Supplier Strategy at Conrad Electronic, added, "The Conrad Sourcing Platform already enables simple, fast and comprehensive procurement for technical supplies from a single source. We are looking forward to working with OMRON and are certain that OMRON's product portfolio optimally complements our already broad and deep range of solutions for professionals in electronics, industry, automation and IT."



Left to right – Gabor Matrai, European Distribution Account Manager at OMRON Electronic Components, Europe and Michael Schlagenhauser, Senior Director of Product and Supplier Strategy at Conrad Electronic

About Conrad Electronic

Since 1923, [Conrad Electronic](#) has been at the forefront of technology and electronics. Now being a sourcing platform, the company supplies products and services to businesses and private customers. Companies use the Conrad Sourcing Platform to purchase all the technical supplies their business needs from one supplier. Over 450.000 products by leading manufacturers and brands, and a range of tailored services ensure simple, fast and comprehensive sourcing. B2B customers also benefit from individual support provided by key account managers and inside sales teams. Moreover, the Conrad Sourcing Platform utilises customized e-procurement-solutions to give business customers omnichannel access through a digital purchasing interface that suits their individual needs. The family-owned business is based in Hirschau (Eastern Bavaria), operates in 17 European countries, and is among the leading omnichannel retailers offering convenient one-stop shopping.

About OMRON Electronic Components Europe

On 1 April 2022, OMRON Corporation announced that its' Electromechanical Components (EMC) division was renamed as OMRON Device and Module Solutions (DMS) in line with the global long-term vision „[Shaping the Future 2030.](#)”

OMRON Electronic Components Europe is the European subsidiary of the Device and Module Solutions division. The revised division name reflects a new focus on delivering solutions to customers globally and in Europe. Society is facing new social and environmental changes, and OMRON recognises and is responding to that. The company aims to offer its' customers solutions that help them address these

universal challenges. In accordance with the long-term strategy, OMRON intends to contribute further to the roll-out of new energy sources and of high-speed communications by enabling the creation of sturdier, advanced and more efficient devices. These devices will make people's lives easier and better, in particular by achieving carbon neutrality, realizing a digital society and extending healthy life expectancy.

OMRON Electronic Components Europe strongly supports its customers in Western and Eastern Europe through 8 regional offices, a network of local offices and partnerships with specialist, local, regional and global distributors.

About OMRON Corporation

OMRON Corporation is a global leader in the field of automation based on its core technology of "Sensing & Control + Think." OMRON's business fields cover a broad spectrum, ranging from industrial automation and electronic components to social infrastructure systems, healthcare, and environmental solutions. Established in 1933, OMRON has about 30,000 employees worldwide, working to provide products and services in around 120 countries and regions. For more information, please visit <https://www.omron.com/global/en/>

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