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## Mouser Electronics Company Profile



### Delivering to Design Engineers What's Next

Regarded as a top design engineering resource for semiconductors and electronic components, **Mouser Electronics**, Inc. is a trusted distributor that delivers the latest technologies with quality customer support. Mouser recently received *Elektra's 2010 European Distributor of the Year Award* by catering to design engineers with advanced products, fast shipping and excellent service. With 14 global customer support locations, Mouser is committed to delivering not only what's new, but **What's Next** to every corner of the world.

Mouser President and CEO, Glenn Smith explains the company's unique customer focus: "Six years ago, Mouser discovered that if we concentrated on the early stages of a product design cycle, we could provide customers specialized services tailored to design engineers and small volume buyers. Not just broken packs, re-reeling, no-minimum orders and same-day shipping. But, more importantly, technical support, early notification of product obsolescence and early access to the newest products and latest technologies. This provides design engineers a huge value. Customers also really like how Mouser has simplified BOM part selection and validation for their company, helping to improve time-to-market."

Mouser's unique business model focuses on "*The Newest Products for Your Newest Designs*"™ and combines quality customer service with localized support. Mouser opened its UK Customer Service Centre in High Wycombe more than a year ago. The High Wycombe branch ensures that buyers and design engineers throughout the UK, Ireland and the Nordic countries have easy access to best-in-class, local technical support. Mouser caters to engineers with the following:

- Specialist in being first-to-market with new products and technologies
- Providing early identification of obsolete components
- Over 400 industry-leading semiconductor and component suppliers
- Over 1.8 million parts orderable online
- Local, user-friendly website, [www.mouser.com](http://www.mouser.com)
- No-minimum orders, same-day shipping and fast delivery
- Free shipping for orders over £50

With the most comprehensive online catalogue in the electronics industry, Mouser's custom website – [www.mouser.com](http://www.mouser.com) – is updated daily with the newest products and technologies available for customers to browse and buy online without ever leaving the e-catalogue.

Mouser.com searches nearly 7 million products to locate more than 1.8 million parts numbers that are available for easy online purchase.

Additionally, the website houses more than 5 million downloadable data sheets, supplier-specific reference designs, application notes, technical design information, and product availability. Searches are made easy by engineering tools, keywords, part number, or supplier name. They also produce a complimentary printed catalogue as another source for product reference.

Part of Warren Buffett's Berkshire Hathaway, Inc., Mouser ships to the UK customers from its 132,000m2 state-of-the-art warehouse that delivers to more than 170 countries. Orders are shipped the same day and typically delivered within two to three days with reduced shipping rates, or even free shipping on orders of more than £50. Pricing includes all duties, customs and fees, plus local VAT where applicable.

With Mouser's many perks, it's easy to see why engineers are turning to Mouser for **What's Next**.



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