

## For Immediate Release

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## Mouser is First to Stock the New C&K Components TSW Series Scrolling Wheel!

**Mansfield, Texas, USA — January 19, 2011** - Mouser Electronics, Inc., regarded as a top global engineering design resource for semiconductors and electronic components, today announced it is stocking new product from C&K Components.

The TSW Series Scrolling Wheel from C&K Components offers 3 or 7 functions, including clockwise and counter-clockwise rotation, center select, and 4 directions, between two versions, the TSW A and TSW B. Mechanical features/performances of C&K Components' TSW Series Scrolling Wheels include tactile SPST/NO, rotary function with double contact point, directions on TSW B with an anti particle feature, dissymmetrical PCB layout with two plastic pegs for easier assembly, 24 detent, 12 pulse per 360 degrees, select force of 3N, rotation torque of <0.5 N/cm, life cycle for rotation of 1 million in each direction, and life cycle for select and directions of 1 million operation. As one component that replaces several switches and encoders, this series has cost-saving benefits due to its easier design, easier production, and better tolerance management and tactile result.

- C&K Components' TSW A version is the simplest of the two. Measuring 21.0 mm, this component offers a two-way rotation and a central select through-hole.

- C&K Components' TSW B version offers 4 tactile directions in addition to the TSW A. The additional switches are located on an outer ring.

To learn more, visit <http://www.mouser.com/cktsw>.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers by delivering What's Next in emerging technologies. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### About Mouser

Part of Warren Buffett's Berkshire Hathaway, Inc., Mouser Electronics, Inc. is an award-winning semiconductor and electronic component distributor, focused on the rapid introduction of new products and emerging technologies to electronic design engineers. Mouser.com features more than 1.8 million products online from more than 400 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 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility,

located south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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### **About C&K Components**

C&K Components' extensive switch product line includes the industry's broadest offering of toggle, rocker, pushbutton, tact, key, DIP, snap, switchlock, rotary, slide, and thumbwheel switches, as well as custom engineered switch designs. For more information, visit <http://www.ck-components.com>.

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