

## For Immediate Release

### **Mouser Electronics Takes Lead in Environmental Sustainability and Distribution of Green Technologies**

**April 23, 2012** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today underscores its commitment to responsible environmental practices. Mouser stocks an expansive inventory of the industry's latest green technologies, including leading-edge solar, thermal and RF-based energy harvesting products and ultra-low power MCUs.

The design-fulfillment distributor won the prestigious "Contribution to Sustainability" e-Legacy Award, thanks to an [environmental policy](#) that is well ahead of the curve. By identifying products as End of Life (EOL), obsolete and Not Recommended for New Design (NRND), Mouser delivers the newest components to advance greater energy efficiency and longer product lifespan.

Mouser also sets the standard for lead-free and RoHS, WEEE management, packaging waste, and proper disposal of batteries and chemicals. Mouser has completed the rigorous audits to be an AS9120A-certified distributor. This high standard addresses chain of custody, traceability, control and availability of records. The company also works closely with its suppliers and customers to support their recycling and disposal efforts and to raise awareness for environmental responsibility. To learn more or to view Mouser's newest environmental video, visit <http://www.mouser.com/environmental/>.

"At Mouser we see our environmental commitment being two-fold," states Larry Johannes, Mouser Vice President of Strategic Marketing. "Not only are we helping to deliver new breakthrough technologies in energy harvesting, solar, cloud computing, etc., but also many of the products we stock for design yield new ideas for energy and efficiency. Our vast inventory of the latest semiconductors and electronic components delivers different shades of green...in the kind of the materials used to minimize the carbon footprint, lower energy consumption, conserve packaging, boost product longevity, and more. We also offer a state-of-the-art digital catalog for customers who want to go green."

The e-Legacy Award is the industry's highest award for sustainability. The award encourages the sustainability of the Earth's resources by recognizing the company that best upholds policies of sustainability in the electronics industry. Mouser is committed to diligently addressing the environmental issues that face the electronics industry and their customers both domestically and globally. The distributor identifies environmental characteristics of the products it distributes and takes every measure to ensure that all products are in full compliance with existing directives and legislation.

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“We are dedicated to doing our part in keeping a clean planet with our strong environmental commitment. With Earth Day celebrations underway, we should be especially mindful of the issues facing the electronics industry,” Johannes elaborates. “At Mouser, we are doing everything we can to preserve the environmental integrity of the world around us. Mouser packages waste, batteries and chemicals, and we even print our catalogs on post-consumer recycled paper. We also give our customers the option to access our catalog in a paperless format on our state-of-the-art website.”

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What’s Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world’s widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics’ website is updated daily and searches more than 8.9 million products to locate over 3 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 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>.

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