



**Mouser Germany**  
Elsenheimerstraße 11  
80687 München  
Germany

Phone: +49(0)8142 6527910  
Fax: 49(0)81426527920

[munich@mouser.com](mailto:munich@mouser.com)

**For Immediate Release**

## **Mouser Electronics Reports Strong European Growth for 2012**

**November 13, 2012** – [Mouser Electronics](#), Inc., a top global distributor for semiconductors and electronic components, today reports strong and continued growth, plus a positive company outlook for 2013. This is in despite of economic uncertainty, Europe’s ongoing debt crisis, and China’s recent economic slowdown. The announcement is being made at this year’s Electronica exhibition in Munich, where Mouser is exhibiting in Hall A5, Stand 524.

“With continuing innovation revolutionizing the electronics industry, we believe demand for the newest semiconductors, optoelectronics, and low power, greener solutions will continue to spearhead new design in Europe and elsewhere around the globe. Mouser has positioned itself as the leader in introducing new products and technologies first, and we plan to continue to lead the industry in this area,” expressed Mark Burr-Lonnon, Mouser Electronics’ Vice President of EMEA Business. “We are optimistic about next year and plan to continue our investment in growing our business in the European market.”

In 2012 to date, Mouser has posted further sales gains of 20% overall, with France up 23%, Spain up 20%, the Benelux up 54%, U.K. up 19%, Italy up 21%, and Germany up 16%. These 2012 figures build upon Mouser’s 2010-2011 growth of 43%, seeing three-year sales figures soar to 450%. In addition, Mouser.com has accounted for 75% of all new accounts and close to 50% of sales volume, marking a three-year increase in European customers of more than 260%.

A key driver behind the growth in Europe is the establishment of nine local European Customer Support Centres. Furthermore, Mouser’s European headquarters in Munich has provided a tremendous advantage in supporting the company’s market-driven operation when it comes to launching campaigns that better meet local needs and in fostering closer working partnerships with Mouser’s expanding network of European suppliers. It has also been the key benefit in being able to deliver best-in-class localized service – providing customers with personalized technical support and service in 17 different languages and currencies.

– continued –

In addition, Mouser.com plays a big role as a leading resource for engineers for product information, new technologies and applications as well as a number of useful, time-saving tools such as MouserMobile for smartphones and tablets, an advanced search accelerator, and an all-new intelligent Bill of Materials (BOM) tool.

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 10 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>.

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

– 30 –

Further information, contact:  
Larry Johannes, Mouser Electronics  
Vice President Strategic Marketing  
(817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corp. Communications & Media Relations Mgr.  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)