

## For Immediate Release

# Mouser Electronics Expands Mexico Office, Enhances Service Excellence in Region

*Global Authorized Distributor Triples Staff to Accommodate Growth Over 20%*

**April 16, 2018** – [Mouser Electronics](http://www.mouser.com), Inc., the industry's leading new product introduction distributor with the widest selection of semiconductors and electronic components, is pleased to announce a significant expansion of its customer service and support center in [Guadalajara, Mexico](#).

The new and expanded customer service center will serve local electronic design engineers, buyers and hardware innovators in the region, helping them to access the newest products and technical support for their designs. Mouser has 22 offices worldwide, including four locations in North America.

Mouser's business in Mexico has seen over 20 percent annual growth in recent years, said Mark Burr-Lonnon, Mouser's Senior Vice President of Global Service & EMEA and APAC Business.

Mouser's office will remain at the Condominio Ejecutivo Presidente, although in a much larger and more prominent space. The location is in one of the most prestigious areas of the city, just minutes from Expo Guadalajara and many corporate and business centers.

"Our new, much larger location will accommodate more employees as we triple our staff, up to 42 people; this includes customer service representatives and technical support representatives to better serve customers throughout Latin America in local languages, time zones and currencies," Burr-Lonnon said. "The Mexico branch will become a Center of Excellence for our Latin American customers."

"We are very excited about this significant expansion and see our local presence in Mexico as an important contribution to Latin America's vibrant environment for innovation, design and manufacturing," said Coby Kleinjan, Mouser's Vice President of Americas Customer Service and Sales. "We look forward to better serving our Latin American customers with best-in-class local service and fast delivery of the newest products and leading technologies from our 700+ manufacturer partners."

As the global authorized distributor with the newest semiconductors and electronic components, Mouser gives design engineers, buyers and innovators easy access to the newest electronic components and comprehensive design resources. The [Services and Tools](#) site, available on [Mouser.com](http://Mouser.com), makes it simple for customers to search for products, personalize their orders and access their previous purchases, helping to speed time-to-market. With real-time availability 24 hours a day, 7 days a week, the site's many resources offer unique capabilities that help customers in their design and creation processes.

Mouser provides products and services to engineers around the world through its comprehensive website at Mouser.com, as well as via phone, email and fax. The [larger office in Mexico](#) will better support customers as well as assist with Mouser's overall marketing efforts throughout the region.

With its broad product line and unsurpassed customer service, Mouser empowers innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid new product introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 700 manufacturers. Mouser offers 22 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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