

Avnet Abacus wins TDK's European Distribution Silver Award 2023

Distributor's win at the prestigious Senten Manten 'top honours' awards marks continuous excellence in a challenging economic landscape

Brussels, Belgium, 17th July, 2024: Avnet Abacus, one of Europe's leading distributors in interconnect, passive, electro-mechanical plus complementary lead technologies such as power, energy storage, sensors, wireless, and a regional business unit of [Avnet](#) (NASDAQ: [AVT](#)), has secured a third consecutive win in the renowned TDK European Distribution Awards for 2023, receiving the Silver Award in the International Distributor category. This accolade is a testament to Avnet Abacus' strong channel performance and strategic partnership with TDK.



The TDK awards are a hallmark of distribution excellence, assessing distributors across categories such as business performance, inventory management, contractual terms, and operational excellence. Participants are appraised based on the Japanese term *Senten Manten*, which translates to 'the perfect score'. Avnet Abacus' receipt of the Silver award highlights the distributor's resilience, adaptability, and commitment to providing customers with outstanding service and support.

Matthias Schwendemann, Vice President Product Management, Avnet Abacus, commented: "Being recognised with the Silver Senten Manten award from TDK in such a demanding year is an extraordinary honour. It reflects our team's dedication and the robustness of our partnership with TDK. This recognition fuels our motivation for continuous improvement and deepens our collaborative efforts with TDK to achieve mutual business objectives."

Susanne Ertl, Vice President Sales Distribution Europe, TDK, noted: "We are dedicated to nurturing strong relationships and maintaining open communication with our distributors. Avnet Abacus stands as a prime example of this successful partnership."

Avnet Abacus stands as an authorised distributor of TDK's extensive range of passive electronic components. For more information on Avnet Abacus' partnership with TDK, please visit <https://my.avnet.com/abacus/manufacturers/m/tdk/>.

Pictured, from left: Peter Miller (TDK), Susanne Ertl (TDK), Matthias Schwendemann (Avnet Abacus), Hagen Goetze (Avnet Abacus), Jonathan Baumgartner (TDK), Dietmar Jaeger (TDK), Peter Arch (TDK).

About Avnet Abacus

Avnet Abacus is a pan-European distributor committed to supporting customers from design to fulfilment. Avnet Abacus' exceptional linecard features globally recognised manufacturers and an extensive product range that includes interconnect, passive, electromechanical, power supply, energy storage, wireless & sensor products and solutions. Avnet Abacus is a regional business unit of Avnet, (NASDAQ:AVT), with European headquarters in Belgium (Avnet Europe BV). For more information, visit: www.avnet-abacus.eu

**About Avnet**

Avnet is a global technology solutions provider with an extensive ecosystem delivering design, product, marketing and supply chain expertise for customers at every stage of the product life cycle. We transform ideas into intelligent solutions, reducing the time, cost and complexities of bringing products to market. For nearly a century, Avnet has helped its customers and suppliers around the world realise the transformative possibilities of technology. Learn more about Avnet at www.avnet.com.

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