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Avnet Time Announces Expanded European Distribution Agreement with NIC Components

Munich - Avnet Time, a leading pan-European IP&E distributor, announced at the Electronica exhibition an expanded franchise agreement with NIC Components. Under the new franchise contract, Avnet Time will distribute NIC's complete spectrum of passive products, such as resistors, capacitors and magnetic devices.

"NIC is already very successful with their 'Quick Kit' that allows customers to order customized sample kits via the Internet," says Andreas Bregler, vice president European Product Marketing, Avnet Time. "With NIC's 'Quick Kit' program we have an ideal extension to our technical and commercial IP&E solutions. We will further increase the attractiveness and competitiveness of our line card," Bregler adds.

Commenting on the agreement, Roger Addison, European Distribution Manager, NIC Components Europe said, "We are looking forward to supporting Avnet Time as they engage in design-in activities across major European OEMs with our technically advanced passive product range and strong design and service support."

Both Avnet Time and NIC believe that the franchise will help customers to choose well-priced and highly available components and to avoid isolated solutions.

About NIC

Since its 1982 inception, NIC Components has grown to become a leading supplier of surface mount and leaded electronic components, including over 130 product series covering Capacitors, Resistors, Inductors, Chokes, Thermistors, Varistor, Ferrite Chip Beads and Diodes.

About Avnet Time

Avnet Time, a business unit of Avnet Electronics Marketing EMEA, is a highly focused electronic component distributor, serving original equipment manufacturers and specializing in interconnect, passive, electromechanical and power supply products. Avnet Time is served internally by a common integrated pan-European logistical backbone and industry leading supply-chain services, while leveraging the global logistical reach of Avnet Electronics Marketing and its world-class supply-chain management capabilities. Specialization benefits customers and suppliers by empowering the organization to make swift decisions and increase speed of execution, thereby addressing time-to-market issues that are driving the market for electronic products. Avnet Time combines the agility of a smaller, focused company with the considerable global resources of Avnet, Inc., to serve the widely varying requirements of customers.

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