

Specialist Interconnect distributor Heilind goes global and launches into Europe

Rebranded distribution operation in Germany heralds entry into the European market

Feldkirchen-Westerham, Germany, November 2nd, 2016 – Heilind, a leading global distributor of electronic components, today announced it has rebranded its German operation and the MPS Group, acquired in April 2015, is now going to market under the Heilind banner as Heilind Electronics GMBH with two divisions, Heilind Electronics and Heilind Electronics Mil/Aero. In the last 18 months Heilind has made a substantial investment in its German operation and anticipates rapid growth in 2017.

Heilind is a specialist distributor in interconnect, electromechanical and sensor products. The company's unique distribution model which services customers without any MOQ (minimum order quantity) restrictions, has proved highly successful in the US and Asia, and today's news marks the start of an expanded global service for Heilind customers. The company has always offered all its customers the widest breadth and depth of product within a focused range, as well as providing value added services such as assembly and part adaptation. By adding thousands of new products to the European offer, Heilind customers have an unprecedented choice of components and access to a suite of value added services.

"We see Europe as a huge potential market for our products and have invested heavily in our German operation," said Martin Kent, President of Asian and European operations at Heilind. "By expanding the number of line items in our inventory by over 80%, investing in our IT infrastructure and increasing the number of employees by at least 40%, we're prepared for stellar growth in Europe throughout 2017 and beyond. With Asia also growing at a rate well above that of the market, we're excited to be able to service our customers on a global level."

About Heilind

Founded in 1974, Heilind (www.heilind.de, www.heilind.com, www.heilindasia.com) is one of the world's leading distributors of connectors, relays, sensors, switches, thermal management and circuit protection products, terminal blocks, wire and cable, wiring accessories, and insulation and identification products. Heilind has multiple locations across the U.S.A and in Canada, Mexico, Brazil, Germany, Singapore, Hong Kong, China, India and throughout South East Asia. Follow Heilind on Facebook at facebook.com/Heilind and on Twitter at twitter.com/Heilind.

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