

Total technical solutions concept is key to pan-European power modules distribution agreement

In a move that extends its US and Asian agreements, Ericsson Power Modules has appointed Unique Memec as its pan-European distributor. Ericsson already has an excellent working relationship with this specialist distributor and it is seen as a natural step to appoint Unique Memec to work with the company in Europe.

With offices throughout Europe, Unique Memec has a well-established logistics and EMS service, and has a design and engineering power division able to deliver complete power solutions. Particularly, it is this concept of offering customers total technical solutions that Ericsson sees as being crucial to the development of its business.

“It is our firm conviction that the partnership will further improve the service and support to all our customers in Europe. We are very excited at the prospect of developing business relationships with present, as well as new customers in cooperation with our new partner, Unique Memec.”, says Jan Sandström, Ericsson Power Modules’ Distribution Manager.

Part of the worldwide Memec Group, Unique Memec employs over 2700 staff globally. With a 2002 revenue of 2.2 Billion Euros on a global basis and of 575 Million Euros for European market, Memec is the largest specialist distributor in the world.

“I am looking forward to adding Ericsson Power Modules to our Power division at Unique Memec. I believe that the excellent quality and reliability of Ericsson's wide range of products will allow us to significantly broaden the power customer base that we can support. We will offer these new products the same high level of design-led expertise that we already provide to our power suppliers from our dedicated team of power FAEs around Europe.” says Jon Ellis, European Marketing Director at Unique Memec.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

FOR FURTHER INFORMATION, PLEASE CONTACT

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Reader Inquiry reference:

Press Release Reference: E0052(A)

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About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

About The Memec Group

The Memec Group encompasses three specialist semiconductor distribution companies, Impact, Insight and Unique. Each company focuses on a finite number of supplier partners, thus enabling superior product knowledge and unparalleled demand creation capabilities. Although Memec companies operate independently, they all rely on Memec United, the global logistics and EMS services division, and Memec Design, the design and engineering division, to offer original equipment manufacturers complete semiconductor solutions. Located throughout 42 countries, Memec Group companies collectively represent over 200 developers and manufacturers of advanced semiconductors and intellectual property. With recent start-ups and acquisitions in Japan and Eastern Europe, Memec continues to expand its presence to emerging key areas of the global semiconductor market. Go to www.memec.com <<http://www.memec.com>> for more information.