

## **Ericsson Power Modules adds big hitting distributor to boost European sales and service**

**As part of its program to strengthen local support, gain a closer understanding of customers' needs, and as part of its ongoing strategy to achieve the highest levels of communication and service, Ericsson Power Modules has signed a distribution agreement with ELFA AB.**

Under the agreement, ELFA will support Ericsson Power Modules' sales in the main parts of Europe, serving customers and expanding both sales and demand in the catalog and buy-online market segments for Ericsson's product portfolio. ELFA's inventory will include Ericsson Power Modules' isolated and non-isolated DC/DC converters and regulators. The ELFA catalogue, often referred to as **the** reference book of the electronics business, is distributed by way of 134,000 copies to electronics users throughout Europe.

The high level of technology, ruggedness and reliability of Ericsson Power Modules products results in excellent solutions for the communication industry, as well as applications that are in demand in the medical, avionics, computing, military, space and industrial market sectors.

Jan Sandström, Director of Business Development, Ericsson Power Modules, said: "We are pleased to announce ELFA as a distributor of our products. ELFA's well known experience in providing electronics parts to all kinds of projects, with extremely short lead-times will be a valuable asset to our company and facilitate our objective of increasing market exposure for our existing and future products. We look forward to a mutually-beneficial collaboration."

Jens Henriksen, Sales Director, ELFA AB said: "We see Ericsson as a very important partner in the Nordic and European markets for power supplies. Ericsson has a very good reputation and good products that in the end will benefit the customers of ELFA. The new products from Ericsson Power Modules are an excellent addition to our power supply product range. We get access to the technology of tomorrow, today.

"The availability of these products to customers will be improved as Ericsson can refer them to ELFA, for example when the customer requires a product sample. Through ELFA's marketing channels like the ELFA catalogue and the ELFA website, the exposure of the products also increases, which also benefits Ericsson.

"For ELFA this agreement means that we strengthen our position on the market for power supply products, and it gives us access to a very strong brand. We will stock the most common hole-mounted modules, and we can deliver other parts of the product range against a delivery time."

### **Notes to editors:**

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.*

For more information, visit <http://www.ericsson.com> or [www.ericsson.mobi](http://www.ericsson.mobi).

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

Patrick Le Fèvre, Marketing Director  
Ericsson Power Modules  
Phone: +46-10-716 95 07  
Fax: +46-10-716 95 99

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If printing an Internet address please use Power Modules homepage and/or phone number to our International sales office:

URL: [www.ericsson.com/powermodules](http://www.ericsson.com/powermodules)  
Europe: +46-10-716 96 20  
U.S.A.: +1-972-583 6910/5254  
China: + 86-21-5990 3258

#### **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 ELFA**

ELFA is one of the leading catalogue distributors in northern Europe, and keeps more than 65 000 electronics components from about 650 suppliers from all over the world in stock. ELFA is owned by the Swiss industry concern Dätwyler and is represented through subsidiaries in Norway, Denmark, Finland, Poland, Estonia, Latvia, Lithuania and the Ukraine. ELFA is also represented by resellers in Russia and about ten other eastern European countries.

Internet: [www.elfa.se](http://www.elfa.se)