

Elatec named “Distributor of the Year 2007” by Renata Batteries



Kurt Bosshard, Elatec, Daniel Locher, Renata
(From left to right)

Itingen, December 1, 2007- Distribution specialist Elatec Vertriebs GmbH, has received Renata’s “Distributor of the Year Award 2007” for outstanding performance in sales growth and design activities in East Central Europe

The Renata Distributor of the Year Award is presented whenever a Distribution partner shows outstanding performance in sales growth, in design-win and marketing activities.

“While Renata Batteries experienced strong performance throughout its distribution network, Elatec Vertriebs GmbH was notably the distributor, providing excellent sales growth and the highest number of design opportunities to our business in East Central Europe,” said Daniel Locher, Key Account Manager at Renata Batteries. “They have displayed tremendous commitment to delivering value to their customers and to helping Renata Batteries building up its business. Elatec Vertriebs GmbH worked extremely successful in 2007 and thoroughly deserves this recognition.

“It is a great honour to receive such an award from Renata Batteries,” said Kurt Bosshard, Sales Manager at Elatec Vertriebs GmbH. “A solid relationship on all levels between Distributor and Supplier is the key for such a result. Therefore I express my thanks to all involved people at Renata and at Elatec.”

RENATA SA, with its head office in Itingen near Basel (Switzerland), is a worldwide leading producer of button cells for electronic applications and watches. The business – founded in 1952 with the goal to produce mechanical parts for wristwatches – specialised in button-battery cells in the late 70s and after this concentrated on the wrist-watch industry. Today, in the modern production plant at Itingen, where all services (research and development, production, quality assurance and marketing) are grouped. RENATA SA is a subsidiary of the Swatch Group Ltd. in Biel, Switzerland.

Elatec Vertriebs GmbH was founded in 1988 and has approx. 50 employees. The company is divided into three business Divisions: Electronic Components, RFID and Telecom & Banking. Elatec is headquartered in Haar/Germany and operates branch offices in Russia, Poland, Czech Republic, Hungary, Romania, Slovenia, Bulgaria and Switzerland. Elatec serves customers from its central warehouse in Haar (Munich) / Germany. The company offers various services and consulting in supply chain management, such as security stock management, replenishment services and EDI