

Silica named as Distributor of the Year by Analog Devices

Poing, Germany, 4 April 2012 – Silica has been named as Distributor of the Year 2011 by Analog Devices. The team was presented with the award in recognition of their exceptional performance and growth rates in 2011. The award also reflects the success of Silica’s Demand Creation Programs and its continued excellence in providing technical support to customers across Europe.

During the award ceremony in Munich, Dr. Carsten Suckrow, European vice president of sales at Analog Devices, said: “It is a privilege to present Silica with the Distributor of the Year award as they excel in providing high value distribution, especially for Data Converter/Interfaces, Amplifiers and DSPs. They also highlighted the wealth of sales and marketing initiatives which have helped to extend the reach across Europe.”

Mario Orlandi, regional vice president South Europe and vice president of marketing, commented: “The award is testament to all of the hard work and enthusiasm shown by the whole team at Silica that has resulted in great relationships with both our customers and Analog Devices.”

Silica has a proactive sales strategy and consistently achieves top rankings amongst distribution benchmarks. Much of this success is due to the emphasis on good customer relations and extensive support throughout the design and supply chain. Silica has a culture of local empowerment which enables fast and best-in-class service.

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About Silica

Silica, an [Avnet, Inc.](#) (NYSE:[AVT](#)) company, is one of the leading semiconductor distributors in Europe. Silica accelerates its customers’ success by connecting 25 technology suppliers with a broad base of more than 15,000 customers and providing in-depth design support and cost-effective, value-added services and solutions. For more information, visit www.silica.com

Editorial Contact

SILICA (Avnet EMG GmbH)

Kerstin Kurth, Director Communications

Phone +49 (0)8121 777-340

kerstin.kurth@silica.com



Picture:

Dr. Carsten Suckrow (Analog Devices VP Sales EMEA)

Robert Diewock (Silica Supplier Business Manager)

Christa Straubmeier (Analog Devices Corporate Account Manager)

Mario Orlandi (Silica Regional Vice President South Europe, VP Marketing)