Mouser and Maxim Integrated Products Go Global

Mouser Electronics, Inc. today launched a major global distribution partnership with Maxim Integrated Products, Inc. This worldwide agreement between two of the industry's premier solutions and service providers gives design engineers immediate access to Maxim's vast array of advanced semiconductor components and tools.

"The global partnership between Mouser and Maxim provides a mutually beneficial opportunity for both companies, but most importantly it is a huge win for our customers," explained Mike Scott, Mouser Vice President of Semiconductors. "Mouser is committed to servicing customers with in-stock cutting-edge technologies. Working with us, Maxim can reach our extensive global community of design engineers early in the design process," Scott added. As part of this new distribution agreement, Mouser will provide many new design opportunities and its award-winning logistics service for Maxim's current product portfolio and future product introductions.

"We are very pleased about this global partnership with Mouser. Maxim?s ability to innovate and integrate is unmatched in the analog industry," commented Jason Green, Maxim's Managing Director of Sales & Applications, Americas and Corporate Distribution. "This unique ability provides a sustainable competitive advantage for us, and it will, in turn, give Mouser and its customers around the world a strategic advantage,? Green added. Maxim's mission is to deliver innovative analog and mixed-signal engineering solutions that add value to customers' products. Mouser is committed to service excellence, breadth of in-stock products, and fast, global delivery. Green concluded: "Mouser has a proven track record of supporting design engineers. Together, Maxim and Mouser will make an impressive team. We are very excited about the future."

With its broad product line, unsurpassed customer service, advanced online catalog, and innovative product marketing, Mouser continuously offers customers the latest, most technologically advanced components for their newest design projects. The company has 14 global customer support locations to offer personalized, localized service. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 million parts available for online purchasing. Mouser.com also houses an industry-first interactive catalogue, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools. The company's broad-based service gives the design engineer a strategic edge and faster speed-to-market.

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