Digi-Key Corporation's Sales in Europe More than Double in First Quarter of 2010

Electronic components distributor Digi-Key Corporation announced its sales in Europe for the first quarter of 2010 increased by 115% over sales figures for the first quarter of 2009. Digi-Key's total sales worldwide for the first quarter of 2010 increased by 63% over worldwide sales in the first quarter of 2009.

“Digi-Key's sales growth in Europe for Q1 2010 demonstrates our presence and market share in European countries is increasing as we expand our reach and marketing efforts to our customers worldwide,” said Mark Larson, Digi-Key's president and COO. “We attribute this success to increasing recognition of the fact that Digi-Key performs for engineers and purchasers in Europe, the increase of unique visitors to our website, and our commitment to provide the best service possible.”

Digi-Key's website, http://www.digikey.com/, was recently listed as the Most Visited Distributor Website based on a survey of North American engineers conducted by EE|Times Group (EE Times Distribution Study/May 2010).

Additionally, when comparing Digi-Key's website to other distributor websites through the Alexa® web information company, results show the worldwide reach, or number of users worldwide, for Digi-Key's website far exceeds that of its competitors' websites. This comparison also shows that Digi-Key's website has seen a greater increase in users worldwide than its competitors' websites in the last 18 months.

“Digi-Key's role as a global provider via the web continues to grow at an accelerated rate. A customer's desire to have access to the broadest array of components available for immediate shipment is universal,” said Dave Doherty, Digi-Key's vice president of semiconductor product. “Our sales in Europe so far in 2010 are double the rate for equivalent periods in 2009. We attribute this impressive growth to Digi-Key's desire to become more valuable in the European market by stocking more products from our supplier partners specifically for local European consumption.”

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