

setron

Know-how | Design-in | Components | Logistics

setron. Know-how and electronic components.

That's us.

Each and every product is more than the sum of its parts, every design is more than just semiconductors mounted on a PCB.

For all design and manufacture issues, setron is your reliable partner since our sophisticated service portfolio will surely comprise the right solution for you. We support you to achieve your objectives pragmatically and economically.

Do put our commitment, our reliability and our expertise to good use.



**“I was born in 69.
Just like our company.”**

Independent distribution of electronic components

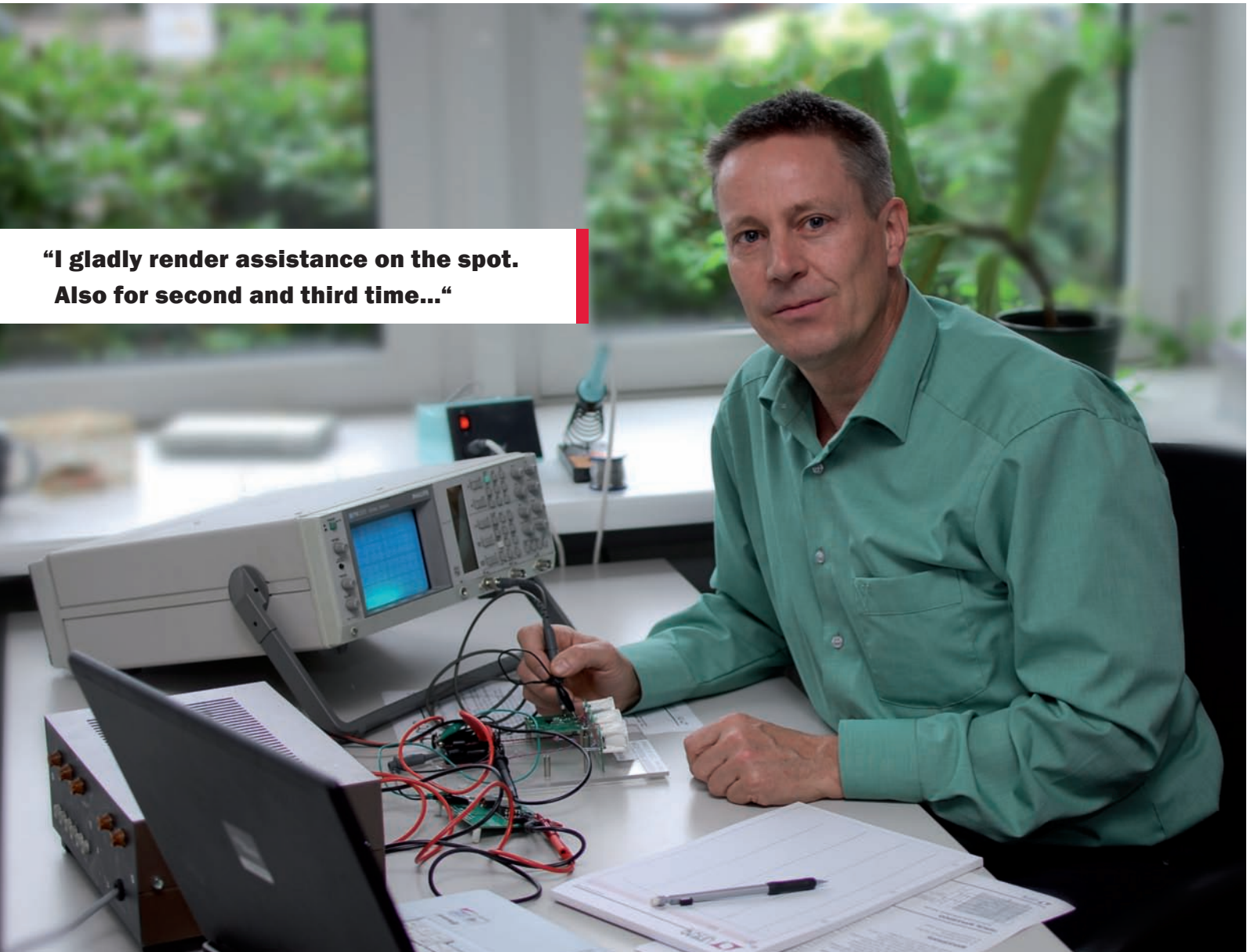
for more than 40 years.

Since 1969, setron has been an independent distributor for electronic components. In 1969 the universal processor saw the light of day. At the time intel looked at a staff of merely 12 employees. The ARPANET evolved into the internet and the first man set foot on the moon. At that time, German colour television celebrated its second birthday.

Despite this huge progress setron, being a family-run enterprise, is a dependable partner for industrial and trade customers, supporting them with experience and expertise. Our staff assist you in realising your goals in a pragmatic and focused way. In this, we rely on personal contacts, local distribution engineers and application engineers who are familiar with every single design phase from their own experience. Personality and competence are indispensable to us. These are the values we have committed ourselves to over the past four decades, forming the backbone of our success.

In the meantime setron, ranking among the top 10 German distributors, has put into practise a major strategic step by acquiring pk components.

**“I gladly render assistance on the spot.
Also for second and third time...”**



Our application engineers provide support

throughout Europe.

The focal point of our activities lies in competent support. This is of advantage above all for our customers, but also our suppliers and ultimately also our own company.

We are convinced that offering a carefully selected portfolio geared towards the specific application is our key to success. Here you will find not only the key components for your application but also complete solutions.

Right from the start, our focus has been the application of the products we supply. For instance, we installed centres of excellence through different lines specialising in particular fields of application. Among these are power electronics and power supply technology, embedded computing, opto electronics and sensors as well as voice processing. Each field works with their own application specialists actively providing support. Not only do we make this concept work by incorporating our technical expertise, but also by being close to the customer by strategically positioning our engineers in our distribution areas. In this way we ensure our presence at the customers' location in next to no time when immediate support is required.

For more than 20 years, power supply technology has been one of our main business areas. Our portfolio in this field comprises all required components, ranging from components for the discrete design of power packs and power supply modules to complete turn-key power supplies. In this way we can give our customers comprehensive advice on the subject and jointly find a suitable solution for the respective application. Not only can our customers buy the products; they also get practical tips on their application. Our application engineers will gladly support the design engineers in case a circuit does not feature the anticipated function. All our application engineers are SPICE experts and also familiar with the associated modelling of the analogue components. For this, the application engineers receive constant training by our suppliers, undergoing the same training courses as our vendors' application engineers. The comprehensive and detailed expertise is subsequently passed on to our customers, either by sharing our knowledge in individual consulting services or in seminars held for our customers' design engineers.



“I speak four languages.”

Ideal conditions for the future exigencies

in global markets.

The sales team is the flagship of every company. Our image and the way our products are perceived are strongly influenced by our sales team. Therefore our main selection criteria for our inside and field sales contacts are continuity, competence and motivation. With their technical and commercial skills and qualifications as well as profound language proficiency our members of staff ensure that our high quality standards are maintained. In order to control price and quality development, we make use of the huge potential of interactive processes between our numerous sales teams. In this way we can pay more attention to expertise and the quality of our sales' customer relations despite the implementation of central price-quality strategies.

Being a company with state-of-the-art structures that has recognised the importance of researching information via the internet early on, nursing direct contacts with our customers nonetheless remains a top priority for a distributor. All industries competition is characterised by ever increasing globalisation which is becoming ever more intense. Many products and even services have become more alike. For this reason the personal contact between the sales staff and the customer is more important than ever. In the future, too, sales will be marked by interpersonal contact and relationships between the sales staff and the customer.



“My workstation: perfectly organised.”



Logistics centre with more than 50.000 items on premises

of 8.500 m².

Our 8,500 sqm logistics centre serves for supplying customers from all industrial sectors and trade customers alike on a global scale. We offer more than 50.000 products, 95% of which are available ex stock. For several years now your orders have been processed in next to no time by our team using state-of-the-art logistics concepts. Incoming orders received until 3 p.m. leave the premises on the same day – which is quite an achievement! But that's by no means all: we are also capable of processing express orders separately. We do have our principles but no rigid schemes to go by. Our strong point is the implementation of your demands.

The same applies for our service: when you as our client are concerned, we do not make any quality concessions. We supply small quantities and sub-quantities even of ESC protected or DryPack parts, naturally in full QA quality. Special requests by our customers such as consignment creation, fixed shipment days, packaging, specific date code standards do not represent a problem. Product labels, individual and sub-packaging are realised according to your request. In this, you can always rely on our expertise concerning the ideal packaging.

**“To us, special requests
are nothing special.”**



Personal telephone support and

customised solutions.

Sound partnerships open up opportunities and thus scope for development. We have grown together with our renowned contractual partners. Therefore we share specialised expertise in view of relevant technologies and state-of-the-art tools. We pursue the common goal of supplying you with professional services, thus building upon our long-term partnership.

Relying on profound competence, we make use of the global procurement markets, aiming only at top quality but at partnering with manufacturers that offer competitive value for money. For this reason, innovative and market-leading vendors strive for an exclusive co-operation with setron, since our company culture of individual customer care and profound technical support have become our trademark.

In order to guarantee an efficient flow of goods, our procurement, marketing, sales and logistics departments adhere to structures that are based on decision-making power and quality control. This vitality provides optimum conditions for meeting future exigencies set by global markets.



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As an international distributor of electronic components, setron currently employs 145 staff. Not without pride can we report that since 2000, 48 former trainees have made their way into our strong team. Team spirit, social involvement and advanced vocational training determine our everyday lives.

The qualification of our employees is the most important investment in a company's future capabilities. This success is based on our employees identifying with the brand setron beyond their daily work, representing it in public.

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