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New star in the area of independent distribution



INTERTEC COMPONENTS takes over the businesses of ce global sourcing GmbH and First Components GmbH.

INTERTEC Components GmbH, a Europe-wide leading distributor of electronic and electromechanical devices based in Hallbergmoos near the Munich Airport, continues its growth strategy; Fully in line with the guidelines, as presented by the company to the public at the latest "electronica 2016", the world's leading trade fair.

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Both ce global sourcing and First Components ran into financial difficulties within the last few months and finally went bankrupt in March 2017.

As of the reporting date of June 1st 2017, both companies will be acquired and brought together under the newly established ce consumer electronic GmbH.

ce consumer electronic GmbH is a wholly owned subsidiary of Intertec Components GmbH and thus encounters solid financial resources, which both partners can fully rely on.

The 25 years of experience, that Intertec Components can look back onto in its market environment with all its professional structures and processes, are extremely beneficial for the successful launch of ce consumer electronic GmbH.

Christian Peter, Managing Director at Intertec, is convinced. "The operational business, both at ce and First, has always been profitable over the last few years. The business model with high-performance suppliers and reliable customers is extremely forward-looking in the current market environment. " Peter continues "We will revive the spirit of ce consumer and, within the team of Intertec as the parent company, provide the market with a new star".

After the new business start-up and the recruitment of the key players of the predecessor companies, it is now important to promptly approach all existing customers and to quickly re-confirm and process the existing orders as well as to revive the excellent customer contacts.

The aim of ce consumer electronic is to become the much-needed reputable partner for customers in the upscale middle class, so as to remain or become internationally competitive and to be able to escape the dictates of semiconductor manufacturers and their authorized distributors.

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More about Intertec:

Intertec Components GmbH, with its headquarters located in Hallbergmoos at the Munich Airport, distributor for relay and semiconductor products, electromagnets and frequency-defining products will celebrate its 25th anniversary in 2018.

With the relay division, the success story of Intertec Components started in 1993 and still stands for an important share of sales today. No other European company has identified itself so strongly with relays over the past 25 years as Intertec Components.

The product division "Semiconductors" has been one of the core competencies of Intertec Components since 2003.

A powerful dealer network has been strategically installed and tested in the last few years to extract the "best of the best". Intertec Components stands for original manufacturer goods, shortest delivery times and for a very attractive price level.

Well-known resellers, catalogue distributors but also OEMs are among the long-time customers and thus stand for competence and reliability. Due to the currently increasing number of mergers (Atmel/Microchip) and the associated fears of customers in Europe, Intertec is an increasingly sought-after partner for the entire industry.