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ICYMI: Premier Farnell Exec. Details How Avnet-PF Merger Fills Void in Changing Tech Landscape

Terms:

Avnet acquisition of Premier Farnell yields “new breed of distributor”

In a recent Dataweek [1] article, Ralf Buehler, senior vice president, sales and marketing for Premier Farnell outlined how the combination of Avnet and Premier Farnell has yielded a unique new technology distribution business model that perfectly positions the two organizations to fulfill the changing customer and market demands driven by a range of technological and competitive market forces.

Buehler notes that factors such as shifting customer buying behavior, the maker movement, the surge in demand for IoT-enabled devices in both commercial and industrial segments have challenged distributors to offer seamless service and best-in-class support at all stages of the product development process, from design through to volume manufacturing and product lifecycle management.

Combining Premier Farnell’s strength as “the development distributor,” and Avnet’s deep expertise in large volume, broad line distribution and world-class global logistics and supply chain management enables the two organizations to offer “the heavyweight resources needed by large manufacturers along with the finer touch to work with inventors, makers and engineers to help them turn their ideas into prototypes,” thereby fueling a new chapter of growth for the distribution sector and the broader electronics supply chain.

Click here [1] to read the full Dataweek article. Visit Avnet’s Resources portal [2] for articles, design and operations resources, technical training and links to Avnet communities, including ZedBoard [3], Hackster.io [4], element14 [5] and MakerSource.io [6]. Click here [7] to learn more about Premier Farnell’s product and service offerings. View a short video on the Avnet-Premier Farnell merger at https://www.youtube.com/watch?v=5B1mTpDJ4xo [8].

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[2] https://www.avnet.com/wps/portal/us/resources/startup-resources/
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