

EBV Elektronik Launches New Vertical Sales Segment to Promote RFID Technology

Poing/Munich: EBV Elektronik, an Avnet (NYSE:AVT) company and the leading semiconductor specialist in EMEA, has announced the launch of a dedicated RFID sales team to concentrate solely on RFID customers and opportunities in EMEA. This team is helping to realise the potential of RFID applications, to select the right components and collaborating with the user in producing customised system solutions.



*Slobodan Puljarevic,
CEO and President EBV Elektronik*

"We recommend the necessary RFID technology and expertise, and as a system supplier, we also have a comprehensive range of appropriate solutions. Large companies benefit from this service, as do small-to-medium sized enterprises for which we can facilitate entry into RFID technology. This is the only way to ensure that the potential of RFID technology actually bears fruit and is successfully implemented for all those involved," says Slobodan Puljarevic, CEO and president of EBV. "The important factor of our

new RFID sales team is the international presence of EBV in EMEA, making it possible to simplify and accelerate the flow of a company's goods across national borders using RFID."

The RFID boom is just beginning

The increase in the global flow of goods; the ever more stringent product traceability requirements and the need for efficient production processes all demand an information system that can reliably identify deliveries and individual products as well as specific data. Radio frequency identification, or RFID, provides these options, which is why the market for them is accelerating. Research figures show that the RFID boom is just

beginning: According to a study by IDTechEx, the global RFID market, which presently is \$5.29 billion, is projected to grow more than five times that amount over the next 10 years.

The launch of this dedicated RFID sales team will not be the only EBV action in this market sector: the current issue of the knowledge magazine 'The Quintessence' is dedicated to the subject of RFID technology and will soon be followed by further projects.

For more information on EBV as an RFID specialist, please visit www.ebv.com/rfid. The magazine 'The Quintessence of RFID Technology' can be ordered at www.ebv.com/tq.

About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 250 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 60 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com.

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