Digi-Key Corporation’s Second Quarter Boasts Substantial Sales Increase

Digi-Key

Tuesday, July 12, 2011 - THIEF RIVER FALLS, Minn., USA â?" Electronic components [1] distributor Digi-Key Corporation, recognized by design engineers as having the industryâ??s broadest selection of electronic components [2] available for immediate shipment, has experienced a substantial sales boost in the second quarter of the year when compared to revenue at that time in 2010.

â??Total global sales growth increased by over seven percent this quarter thanks in part to our developing customer base in European, Middle Eastern, and Asian countries,â? said Mark Larson, president and COO of Digi-Key Corporation. â??This year European sales in particular have increased by over 22 percent.â?

Digi-Keyâ??s second quarter sales in Germany rose more than 25 percent when compared to last year and in Italy, sales grew nearly 16 percent over 2010â??s April through June recorded revenue.

â??In the past year, Digi-Key has implemented positive changes to our business strategy,â? said Larson. â??One of these positive changes was the environmentally proactive decision to discontinue Digi-Keyâ??s print catalog in favor of a more easily accessible online format.â?

Digi-Key Corporation has recently ceased the distribution of the over 2,900-page print catalog and has introduced several new online features to its global websites [3]. Additions include updates to Digi-Keyâ??s TechZone℠ [4] technology zones featuring articles, product information, and white papers for engineers and purchasers in need of information regarding Lighting, Microcontroller, Power, Sensor, or Wireless innovations, and the downloadable PDF or online interactive versions of the Digi-Key catalog featuring thousands of quality electronic components.

Digi-Key Corporation focuses on providing customers with superior service, which includes product selection and availability, on-time delivery, and responsiveness. Using leading-edge processes and state-of-the-art technologies, Digi-Key serves a global customer base from its 600,000 square foot facility in Thief River Falls, Minnesota, USA.

SOURCE [5]

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