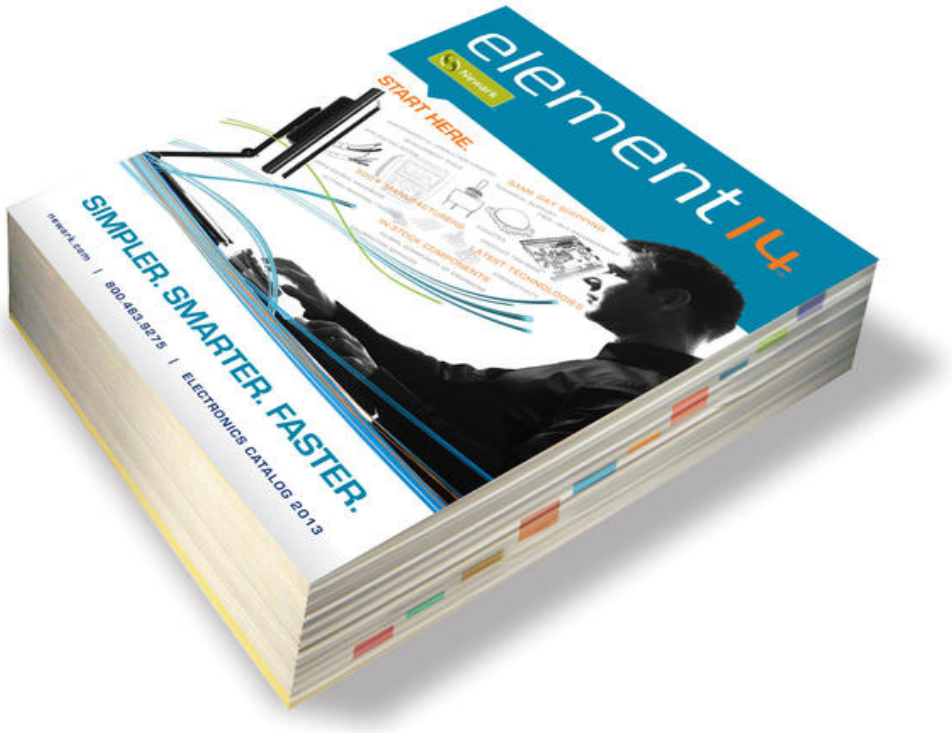
Newark element14's new catalog offers customization for engineers

CHICAGO – Oct. 10, 2012 Newark element14, the leading distributor of electronic components and engineering solutions in the Americas and a business of Premier Farnell (LSE:pfl), today announced the launch of its new 2013 catalog. Featuring 200,000 new and best-in-class products from 500+ top electronics brands, the catalog is available in an easy-to-use online version with advanced customizable functionality, an iPad-friendly format, or in print.

Customizable online catalogs with live pricing and availability data were first introduced by Newark element14 last year, a



nd have proven to be a popular, environmentally-friendly alternative to print catalogs. The 2013 online catalog offers further improvements, including:

- Greater customization by keyword (product category, supplier or page range)
- Quick view of all price break columns by hovering over a SKU
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Continual addition of new products

“As our new online catalog demonstrates, getting better never stops for us,” comments Quintin Komaromy, senior vp marketing, Newark element14. “We are in a process of continual improvement to help our customers get their jobs done more easily and faster, and we invite the input of engineering and procurement professionals to help guide us.”

To learn how Newark element14 is evolving and to join the conversation, visit http://www.newark.com/ecats [1]

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http://www.ecnmag.com/news/2012/10/newark-element14s-new-catalog-offers-customization-engineers?qt-video_of_the_day=0

Links:
[1] http://newark.pr-optout.com/Url.aspx?518631x198221x-388485