

Mouser's Distribution Authorization with Honeywell Expanded into Asia

By Lisa Brewer Smith

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Mouser Electronics' distribution authorization with Honeywell Sensing and Control has been expanded into Asia.

Mansfield, Texas, USA – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced its distribution authorization with Honeywell Sensing and Control has been expanded into Asia. Honeywell Sensing and Control, a strategic business unit of Honeywell Automation and Control Solutions, brings engineering expertise to more than 50,000 products that include switches and sensors.

The addition of Asia to Mouser's distribution agreement coincides with Mouser's international expansion strategy. Mouser currently has branch locations throughout Asia, in countries such as Singapore, Hong Kong, and China. In addition to Asia, Mouser's presence is felt worldwide with branches in the United States, Mexico, Israel, and several throughout Europe, as well as other authorized partners around the world. Additional customer service centers are planned for 2009. To further the expansion, Mouser has launched websites in various currencies and languages.

“We are pleased to extend Mouser's engagement with Honeywell into the Asia Pacific region. Their focus on rapid product introductions and their reach into the global electronic design segment is very impressive,” said Bradd Schneider, Vice President of Global Sales, Sensing and Control, Honeywell International.

Glenn Smith, Mouser President and CEO, remarks, “We are excited that Honeywell Sensing and Control has expanded our relationship to include Asia. The addition of Asia was the final piece of the global puzzle – we are now a Honeywell Sensing and Control global distributor. Honeywell's reputable product line, along with Mouser's expertise of introducing the newest products faster than any other distributor, is what makes this distribution expansion into Asia a winning combination. Mouser reaffirms its commitment to being the source most preferred by design engineers worldwide.”

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only global distributor to publish a new page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, and searches over 5 million products to locate over a million part numbers available for easy online purchase. Plus, downloadable data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

About Mouser

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features more than a million products online from more than 390 manufacturers. Mouser's 2,184+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

About Honeywell Sensing and Control

Honeywell International is a \$38 billion diversified technology and manufacturing leader, serving

customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; and specialty materials. Based in Morris Township, N.J., Honeywell's shares are traded on the New York, London and Chicago Stock Exchanges. For additional information, please visit www.honeywell.com.

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