

Corporate

TDK selects Arrow Electronics as first Pan-European distributor for TDK-Lambda products

June 26, 2025

TDK Corporation (TSE:6762) has selected Arrow Electronics as its first pan-European distributor for TDK-Lambda products. This strategic collaboration aims to expand service offerings and enhance customer satisfaction for TDK-Lambda products across the EMEA region.

This new alliance with Arrow Electronics complements TDK-Lambda's existing distribution agreements in the EMEA region, providing an integrated and seamless service to a wider range of customers through Arrow Electronics' dual capability in logistics expertise and design-in competence. The collaboration is expected to open new business opportunities, foster innovation and drive growth by reaching previously untapped markets.

Arrow Electronics will provide wide-ranging design-in support through its solution field application engineer (FAE) teams across EMEA, as well as dedicated deep power-related questions with its power market development engineer (MDE) team. The agreement is designed to cover a broad range of applications rather than target a specific area. This allows TDK-Lambda to leverage its diverse product offerings across various industries, including medical, industrial, automotive, new energy, and more, maximising market opportunities and catering to a wide array of customer needs.

"We are thrilled to join forces with Arrow Electronics as our first pan-European distributor," says Florian Seifriz, Distribution Director EMEA, TDK-Lambda Europe. "This agreement paves the way for significant market penetration and enhanced customer engagement across the region, ensuring our diverse solutions are readily accessible and expertly supported."

"We look forward to working closely with TDK-Lambda's technical and FAE teams to offer comprehensive solutions and achieve our joint growth targets across the EMEA market," adds Jörg Strughold, President Global Components EMEA, Arrow Electronics.

Image caption, from left to right:

- *Florian Brenner, Distribution Manager EMEA, TDK-Lambda Europe*
- *Jörg Strughold, President Global Components EMEA, Arrow Electronics*
- *Florian Seifriz, Distribution Director EMEA, TDK-Lambda Europe*
- *Volker Strauss, Global Supplier Business Manager IP&E, Arrow Electronics*

About TDK Corporation

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads, software and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics, and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2025, TDK posted total sales of USD 14.4 billion and employed about 105,000 people worldwide.

About TDK-Lambda Corporation

TDK-Lambda Corporation is a trusted, innovative leader and global supplier of highly reliable power conversion products for industrial and medical equipment worldwide.

TDK-Lambda Corporation is aligned for fast responses to any customer need with R&D, manufacturing, sales and service locations in five key geographic regions, namely Japan, EMEA, Americas, China and ASEAN.

For more details, please pay a visit to: www.jp.lambda.tdk.com/en/

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