



Bürklin Elektronik @ SPS Parma 2019

Bürklin Elektronik's well known online electronic component distribution service is expanding to encompass a physical role as well with the launch of its hands on 'meet the team' at trade fairs in 2019 and beyond.

Choosing Italy as the first country outside of Germany in which to establish the Bürklin Elektronik hands on experience is a powerful statement: Italy is Bürklin Elektronik's fastest developing market in Europe outside of the DACH region.

SPS Italia has established itself as the leading trade fair for Industrial Automation in Italy, taking place over 3 days in May. It involves all the players in the supply chain: OEMs, End-Users, Distribution partners, System integrators, Specialist press and Universities.

Bürklin Elektronik will be presenting their Italian sales team at SPS Parma alongside its exhibition personnel of over 15 sales engineers and sales staff; they will be in **Hall 06 / Booth K024**.

Bürklin Elektronik will proudly present the go-live of their Italian language web shop at SPS Parma!

Alfred Lipp, COO of Bürklin, said: "Bürklin Elektronik have a special focus on the industrial automation, robotics and process technology markets. SPS Parma will further strengthen our presence in one of our most dynamic markets, the chance to answer direct questions from current and future customers is an opportunity we look forward to."

About Bürklin Electronics

Bürklin GmbH & Co. KG is a pan-European, family-owned, market leading distributor of high-quality electronic components. Independent since 1954, Bürklin Electronics currently offers more than 1.5 Million products from over 500 well-known manufacturers. More than 75,000 of these products are always in stock in the warehouse at the company headquarters in Oberhaching near Munich, Germany. Bürklin Electronics has over 38,000 Active customers, sells more than 6,000 products and dispatches over 1,500 parcels per day from its modern logistics center. Orders placed before 18:00 CET are shipped out on the same day and delivered the next day to most addresses in Europe. Bürklin Electronics sells its products through its own online-shop (buerklin.com), its eProcurement solutions (OCI, API, electronic catalogs, EDI), its large in-house sales team, its continuously expanding pan-European field sales team and its retail premises in Oberhaching.

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