



## **Mouser Receives Distribution Accolade from FTDI Chip**

**22<sup>nd</sup> May 2019** – USB connectivity IC manufacturer FTDI Chip has bestowed this year’s global distribution award on Mouser Electronics for being the global distributor with the most significant sales revenue growth in 2018. As a longstanding and highly valued supply chain partner, Mouser has been successful in accentuating the effectiveness of FTDI Chip’s worldwide commercial operations - thereby complementing the company’s own direct sales network.

Through its powerful online presence, Mouser has gained traction with the design engineering community in key Asian, North American and European markets, as well as addressing new application opportunities that are starting to emerge. As a result of this, the distributor has brought about a major increase in unit shipments across the whole FTDI Chip range of silicon solutions, plus its supporting cables, development hardware and evaluation modules, while also offering rapid delivery from a centralized stock reserve. This encompasses the manufacturer’s USB Full-Speed, High-Speed and SuperSpeed (USB 3.0/3.1) bridging and controller products.

“I am very pleased to present Mouser with this award, as an acknowledgement of its team’s ceaseless efforts to grow annual revenues, open up further sales channels and simultaneously provide the highest levels of customer service,” states Fred Dart, CEO and founder of FTDI Chip.

“It is an honor to receive this award from FTDI Chip,” Jeff Newell, Senior Vice President of Products at Mouser Electronics, responds. “This is the culmination of many years of continued hard work paying off, and it exemplifies our primary goal of ensuring we are able to fully attend to the needs of the customer base across all regions.”

For more information on the product portfolio of FTDI Chip products available from Mouser, go to: <https://www.mouser.com/ftdi>

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 750 manufacturers. Mouser offers 23 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

**About FTDI Chip**

FTDI Chip develops innovative silicon solutions that enhance interaction with the latest in global technology. The major objective from the company is to 'bridge technologies' in order to support engineers with highly sophisticated, feature-rich, robust and simple-to-use product platforms. These platforms enable creation of electronic designs with high performance, low peripheral component requirements, low power budgets and minimal board real estate. FTDI Chip's long-established, continuously expanding Universal Serial Bus (USB) product line boasts such universally recognized product brands as the ubiquitous R-Chip, X-Chip, Hi-Speed and SuperSpeed USB 3.0 series.

FTDI Chip is a fab-less semiconductor company, partnered with the world's leading foundries. The headquarter is located in Glasgow, UK and is supported with research and development facilities in Glasgow, Singapore and Taipei (Taiwan) plus regional sales and technical support sites in Glasgow, Taipei, Tigard (Oregon, USA) and Shanghai (China).

For more information go to <http://www.ftdichip.com>