



## Company news

Reference: AC0040

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### Anglia brightens optoelectronics offering with Cree

Anglia has signed a distribution agreement with Cree to sell and support Cree XLamp® power LEDs in the United Kingdom and Ireland.

Cree XLamp LEDs are the highest performance LEDs in the industry today. The product line includes both the award winning XLamp XR-E LED, which is the first commercially available power LED that is as efficient as fluorescent sources, and the newly released XLamp XR-C LED, which provides high performance at a lower cost.

“We are seeing increasing demand for LED products across all aspects of our business,” said Steve Rawlins, Anglia chief executive officer. “As always, we’ve sought to win distribution agreements with market leaders in these specialized areas to enable our customers to integrate the latest technologies from proven sources into their designs. The agreement with Cree is a prime example of this approach and we are looking forward to helping drive more widespread adoption of Cree LED technology in the UK.”

“Anglia’s strong market presence, outstanding growth in recent years and demonstrated technical ability makes it a solid sales channel for Cree,” said Bob Pollock, Cree senior vice president of sales. “Anglia’s commitment to delivering LED solutions and to educating the marketplace about the revolution in lighting

is exciting. We look forward to helping Anglia's customers achieve dramatically new lighting system and fixture designs."

Photo caption, left to right:

Dan Scott, Business Development Manager, Anglia

Tim Shaw, Divisional Marketing Manager, Anglia

Jim Ward, Sales Director, Anglia

Bob Pollock, Senior Vice President World Wide Sales, Cree

Peter Walker, International Channel Manager, Cree

Derek Tibbitts, Regional Sales Director, Cree Northern Europe

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About Anglia

Anglia is a leading franchised distributor of semiconductors, optoelectronics, interconnect, and passive and electromechanical components. Anglia stocks over 700 million components from 360,000 product lines in the UK. Components from every supplier are stocked in depth and breadth for same-day despatch. Anglia aims to streamline logistics and reduce customers' transaction costs through services that include KAN-BAN, EDI, and customer-dedicated inventory. Accurate, on-time delivery performance is over 99% and rising.

Further information can be found at <http://www.anglia.com>.

About Cree, Inc.

Cree is a market-leading innovator and manufacturer of semiconductors and devices that enhance the value of solid-state lighting, power and communications products by significantly increasing their energy performance and efficiency. Key to Cree's market advantage is its world-class materials expertise in silicon carbide (SiC) and gallium nitride (GaN) for chips and packaged devices that can handle more power in a smaller space while producing less heat than other available technologies, materials and products.