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## **Anglia scoops Mitsubishi HF semiconductor distributor award**

**Wisbech, UK, 12 September 2011** – Anglia Components today announced that it has been awarded the Mitsubishi Electric Europe Distributor Award 2011 for sales of High Frequency Semiconductor Components. Anglia is UK and Ireland distributor for the Mitsubishi HF Semiconductors Product Group, and booked the highest level of sales throughout Europe on the line during Mitsubishi’s 2011 financial year.

Commenting Dr Ashley Rhodes, UK Sales Manager (Semiconductor Business Unit) Mitsubishi, said, “Anglia has steadily grown its High Frequency Components business with us, and it is now not only our biggest distributor in Europe but also our biggest customer. To achieve such a high level of sales despite operating in only one European territory is truly outstanding. Our relationship with them is very strong at every level: technical, commercial and logistical, but I’d like to single out the contribution made by Roger Hasling in identifying and supporting new opportunities. His level of knowledge of our HF product line and understanding of our target markets is a great asset.”

Andrew Pockson, Divisional Marketing Manager, wireless and semiconductor products at Anglia responded saying, “Mitsubishi is recognised as a world leader in this field, and Roger and the Anglia team can be proud of this significant achievement. The Mitsubishi Semiconductor HF range is highly technical. Building up this line to a significant overall level of sales is proof positive of Anglia’s capacity to support complex technologies.”

Anglia has been UK and Ireland distributor for the Mitsubishi range of high frequency semiconductors since 2007. Anglia supports the full Mitsubishi HF range including silicon RF transistors, GaAs field-effect transistors (FETs), high electron mobility transistors (HEMTs)



heterojunction bipolar transistors (HBTs), and RF modules. The devices and modules are targeted at a wide range of wireless communications applications including marine communications, broadcasting, cellular basestations, and WiMAX. Roger Hasling, Anglia's Technical Marketing Engineer for RF Products is responsible for technical support on the line, and has 27 years commercial and technical experience of RF and microwave semiconductor products in distribution, including 18 years specifically of Mitsubishi HF devices.

#### **About Mitsubishi Electric**

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,665.1 billion yen (US\$ 37.4 billion\*) in the fiscal year ended March 31, 2009. For more information visit <http://global.mitsubishielectric.com>

#### **About Anglia**

Anglia is the UK's leading independent authorised distributor of semiconductors, optoelectronics, interconnect, and passive and electromechanical components. The company is a signatory of the ADS SC21 programme and holds AS9120, ISO9001, ISO14001 accreditations and IECQ-CECC qualification. Anglia's exceptional technical support spans a fast sampling service, telephone advice from product specialists, on-site visits from field applications engineers and, ultimately, electronics design. An in-house team of designers adds expert resources to customers' design teams, helps reduce final product costs and accelerates development times. Anglia stocks over 700 million components from 500,000 product lines in the UK, and streamlines its customer's logistics and reduces costs through KAN-BAN, EDI, and customer-dedicated inventory.

**For further details please contact:**



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**Image caption:** from L to R:

Tracey Anderson, Senior Customer Services Co-ordinator – Mitsubishi;  
Dr Ashley Rhodes, UK Sales Manager (Semiconductor Business Unit) Mitsubishi;  
Andrew Pockson, Divisional Marketing Manager, Anglia;  
Julie Bye, Product Marketing – Anglia;  
Roger Hasling, Technical Marketing Engineer – RF Products Anglia;