



## Press Release

August 1<sup>st</sup> 2013

### **Ineltek GmbH is confident to be well prepared for the continuing shortage in sub-Gigabit SDRAM segment with Zentel's memory ICs**

Ineltek GmbH is distributing the entire memory IC portfolio of the Taiwanese Zentel Electronics Corporation since August 1<sup>st</sup> 2012. The franchise distribution contract covers the European markets in Germany, Austria, UK/Ireland, Italy, Russia and Ukraine for SDRAM-ICs from 64 Mb up to 1 Gb and SLC-NAND-FLASH-ICs from 1 to 4 Gb, which primarily supplements the demand of microprocessor and display controller industrial customers who see themselves exposed to increasing shortages especially in the sub-Gigabit SDRAM market segment that still dominates the requirements of the European industry to a vast extent.



Hans W. Diesing, Lisa Cooke, B. Sonnentag

Both companies intend to generate additional growth in the European industrial market. „We are happy having found Zentel as a reliable contract partner for our customers to overcome their lower memory density market segment supply bottleneck“ says Lisa Cooke, responsible for memory marketing management at INELTEK. „With the recent extension of our product portfolio by SLC-NAND-FLASH we are now able to offer also non-volatile memory ICs with superior re-programmability to our industrial customers“ says Hans W. Diesing, Director of sales Central & Eastern Europe and Distribution Manager for ZENTEL Europe.

#### **Ineltek GmbH:**

INELTEK GmbH was established as a sales firm in the European market for more than 25 years and is now one of the top-ranking distributors of electronic components. The linecard includes leading suppliers of semiconductors, displays and passive as well as electromechanical components. A competent team focusses its engagement on their customers' demand. More information on INELTEK is available on [www.ineltek.com](http://www.ineltek.com)

#### **Zentel Electronics Corporation:**

ZENTEL Electronics Corp. was established in 2002 as design center of memory ICs for the wafer manufacturer PowerChip within their group of companies and is separately listed at the Taiwan stock exchange since 2008. Also as quality assurance authority and sales outlet for the packaged memory ICs ZENTEL received certifications ISO9001:2008 / ISO14001:2004 in 2009 and is qualified since September 2012 for automotive grades 2 and 3 as condition for the TS-16949 certification. Because of its privileged access to wafer capacity within the PowerChip group of companies ZENTEL is less affected by recent wafer capacity shortages compared to other fabless brands.