



## **FTDI Chip Honours Digi-Key with Distribution Award**

**30<sup>th</sup> July 2020** – Leading vendor of advanced USB connectivity ICs/modules FTDI Chip has made Digi-Key Electronics the recipient of its 2020 global distribution award. The supply chain specialist has been recognised for significantly increasing sales revenue over the last twelve months, particularly with respect to new and emerging market sectors, as well as maintaining exceptional levels of customer service.

The award, which is decided on by examining various performance metrics, underlines the important and longstanding distribution partnership between the two organisations. Complementing FTDI Chip’s direct sales network, Digi-Key has leveraged its strong global logistics channels to bring commercial growth plus a customer base an expansion across the key Asian, European and North American regions. Through a commitment to comprehensive product listings, the distributor has been able to offer a full range of FTDI Chip’s silicon solutions, along with evaluation modules and development hardware, including its latest USB power delivery ICs.

“It is a real pleasure to present this award to Digi-Key, in recognition of the company’s operational and organisational achievements in bringing FTDI Chip’s products to a greater worldwide audience. The team’s rapid order fulfilment, coupled with first-class technical support, has provided the highest degrees of service to our clients,” states Fred Dart, CEO and founder of FTDI Chip.

David Stein, Vice President of Global Supplier Management at Digi-Key comments: “We are honoured to accept this award and be recognised by FTDI Chip,” “Our global engineering community depends on companies like FTDI Chip, to bridge technologies together. We look forward too many more years of continued mutual success together.”

For more information on the range of FTDI Chip products available from Digi-Key, go to: <https://www.digikey.com/en/supplier-centers/f/future-technology-devices-intl>

### **About Digi-Key Electronics**

Digi-Key Electronics, headquartered in Thief River Falls, Minn., USA, is an authorized global, full-service distributor of electronic components, offering more than 6.8 million products, with over 1.4 million in stock and available for immediate shipment, from over 750 quality name-brand manufacturers. Digi-Key also offers a wide variety of online resources such as EDA and design tools, datasheets, reference designs, instructional articles and videos, multimedia libraries, and much more. Technical support is available 24/7 via email, phone and webchat. Additional information and access to Digi-Key’s broad product offering can be found by visiting [www.digikey.com](http://www.digikey.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>