# PRESS RELEASE

**Combining passive and electromechanical components**

**New Sales Structure at Würth Elektronik eiSos**

Waldenburg (Germany), January 25, 2024 – Würth Elektronik eiSos expands its leading position in customer service. The renowned component manufacturer combines sales for the product groups ‘passive and electromechanical components’ into a single management structure. The Head of Sales in the new structure is Heiko Arnold.

Würth Elektronik eiSos is well known for its comprehensive service. The global player supports customers and start-ups with free lab samples, know-how transfer, and personal support through to design-in support. Heiko Arnold is the new head to provide far-reaching support for the field application engineers involved. “We are much more than just a component manufacturer,” Arnold stresses. “We always see Sales and Customer Service in its entirety. With our new sales orientation, we are looking to offer our customers even better service. The new sales structure brings together what belongs together.”

Heiko Arnold, previously responsible for the sales of passive components in Germany, has now also taken over responsibility for the sales of electromechanical components as of January 1, 2024. He has been with Würth Elektronik eiSos for 24 years and looks back over more than 20 years of national and international management experience in sales. “Success through partnership, close customer relationships and continuous development – this is the concept that has made a name for us in the industry,” according to Arnold. “The new integrative sales concept allows us to actively promote this maximum customer orientation.”

**Available images**

The following images can be downloaded from the Internet in printable quality: <https://kk.htcm.de/press-releases/wuerth/>

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| **Heiko Arnold, Head of Sales for Passive and Electromechanical Components at Würth Elektronik eiSos, as of January 1, 2024: “We always see Sales and Customer Service in its entirety.”**  Image source: Würth Elektronik eiSos |

About the Würth Elektronik eiSos Group

Würth Elektronik eiSos Group is a manufacturer of electronic and electromechanical components for the electronics industry and a technology company that spearheads pioneering electronic solutions. Würth Elektronik eiSos is one of the largest European manufacturers of passive components and is active in 50 countries. Production sites in Europe, Asia and North America supply a growing number of customers worldwide.

The product range includes EMC components, inductors, transformers, RF components, varistors, capacitors, resistors, quartz crystals, oscillators, power modules, Wireless Power Transfer, LEDs, sensors, radio modules, connectors, power supply elements, switches, push-buttons, connection technology, fuse holders and solutions for wireless data transmission. The portfolio is complemented by customized solutions.

The unrivaled service orientation of the company is characterized by the availability of all catalog components from stock without minimum order quantity, free samples and extensive support through technical sales staff and selection tools.

Würth Elektronik is part of the Würth Group, the global market leader in the development, production, and sale of fastening and assembly materials, and employs 8,200 people. In 2022, the Würth Elektronik Group generated sales of 1.33 Billion Euro.

Würth Elektronik: more than you expect!

Further information at [www.we-online.com](http://www.we-online.com)

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