



## Omron Electronic Components Americas Names Sager Electronics 2018 Electronic Distributor of the Year



Top Row, L to R: Ucchi Uchida, Joe White, Adrian Orat, Faris Aruri, Frank Flynn, Junichiro Tsuji, Craig Sanderson, Bruce Kellar, Jeff Rogers, Fred Wrubel, Brian Flynn  
Bottom Row, L to R: Yumi Shimura, Tomoko Endo, Donna Arrasate, Pamela Berigan, Caroline Wells, Maryellen Stack, Kris Whitehouse

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At the 2019 [Electronic Distribution Show \(EDS\)](#), held from May 7-10, 2019 in Las Vegas, Nevada, [Omron Electronic Components \(OCB-AM\)](#) named [Sager Electronics](#) the “2018 Electronic Distributor of the Year.” The top award was based on performance during Omron’s fiscal year, including the categories of POS growth, POP growth, co-operative marketing engagement, customer growth and internal sales member survey.

“On behalf of Omron Electronic Components of Americas, I am very pleased to announce that Sager Electronics is the recipient of our 2018 Electronic Distributor of the Year. The Sager Team achieved exceptional growth in multiple key metrics during our FY18. Congratulations to the entire Sager team on this well-earned award,” said Jeff Rogers, President & COO of OCB-AM.

Craig Sanderson, Sager Vice President of Supplier Marketing and Product Management added, “Sager is honored to be the winner of Omron's Distributor of the Year Award for 2018. Together, Sager and Omron provide our customers with a high level of service, innovative products, and technologies. The mutual values and respect between Sager and Omron have created a foundation to support our future growth. We appreciate the teamwork and the recognition for our efforts.”

Under OCB-AM’s new program, and in lieu of a crystal award or similar physical prize, Omron will make a financial donation to the winning distributors’ non-profit organization of choice, in recognition of their superior performance. This program was inspired by Omron’s company mission: “To improve lives and contribute to a better society.”

“Congratulations to the entire Sager Electronics organization on earning Omron’s Distributor of the Year – Electronic recognition,” said Caroline Wells, OCB-AM Distribution Sales Manager. “Sager has chosen to have their award commemorated with a donation in their honor to the Red Cross. I am delighted that Sager’s success in 2018 is honored in a meaningful way.”

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## **About Sager Electronics**

Sager Electronics, a wholly owned subsidiary of TTI Inc., a Berkshire Hathaway Inc. company, is a North American distributor of Interconnect, Power and Electromechanical components from leading manufacturers worldwide and a provider of value-add solutions. Grounded in over 130 years of innovation and service, Sager Electronics provides customers and suppliers a unique combination of operational excellence and innovative business solutions through its Distributing Confidence® business model. Headquartered in Middleborough, MA, Sager Electronics operates a national network of field sales representatives and power systems sales engineers, strategically located service centers across North America, and a value-add Power Solutions Center located in Carrollton, TX. To learn more about Sager, visit [www.sager.com](http://www.sager.com).

## **About Omron Electronic Components**

For over 80 years, Omron Electronic Components has been a leading manufacturer and provider of advanced electronic components. Extensive product groups include relays, switches, connectors, MEMS flow sensors, pressure sensors, and optical components. Omron Electronic Components is the Americas subsidiary of Omron Corporation, a \$7 billion global leading supplier of electronics and control system components and services. Omron's broad product offering can be found in applications for the communications, transportation, HVAC, appliance, industrial automation, consumer electronics, test and measurement, and gaming markets around the world. Omron Electronic Components has an extensive sales network consisting of regional sales professionals, inside sales representatives, technical sales assistants, customer service staff, and an authorized distributor network. For more information, visit [components.omron.com](http://components.omron.com).