

## B+B adds new retailers to ist distributor list



The global corona situation shows once again how important digitization is and what significance the online environment now has in our world. B+B recognized early on that online was the way of the future and has had its own online shop since 1999. This has been growing steadily since then. But for a family-run, medium-sized company that is not yet well known as a large corporation, its own online shop is usually not enough. The proportion of customers who buy from the large retailers is too large because they do not know the medium-sized company. In order to get out of the way of this problem and also to carry the brand B+B into the world as a measurement technology specialist, B+B Thermo-Technik has followed the philosophy of positioning itself broadly in sales policy since it was founded.

The distribution channel via the large, well-known electronics and specialist dealers has proven itself for many years, which is why we are currently working flat out to expand this distribution channel even further. In addition to working with well-known retailers such as Conrad Electronic and Reichelt Elektronik, there are also collaborations with specialist dealers such as Visaya.

B+B can now list two more dealers as partners. With Digi-Key, the family business has gained a distributor for electronic components. With annual sales of over USD 3.16 billion and over 9.6 million products in its range, Digi-Key claims it is one of the world's fastest growing distributors of electronic components. This platform offers an incredible number of possibilities and opens up even more markets for B+B.

In addition to the big name Digi-Key, an even less well-known dealer has joined the B+B distributor list. Farmitoo is an agricultural dealer. Based in Paris, the small company has set itself the task of making agriculture more familiar with the benefits of the internet and making it easier for farmers to establish contact with the right manufacturers of agricultural supplies. Even today, measurement technology has become an indispensable part of agriculture technology, which is why B+B Thermo-Technik is now listed as a manufacturer at Farmitoo.



Both Digi-Key and Farmitoo are now concerned with expanding the product portfolio offered there and deepening the cooperation. We look forward to the good cooperation with both trading houses.