

Press release, 5 June 2019

Reichelt celebrates its 50th anniversary

The Datwyler distribution company Reichelt celebrates its 50th anniversary. The customers are in the focus of the anniversary activities. The company celebrates its anniversary with the motto „PROJEKT 50 – you are the best part of Project 50!“. During 50 days Reichelt offers its customers every day another innovative product with 50% discount! This nearly unbeatable offer has already led to an increase in orders from new and existing customers in the first two weeks.

Online-Shop up and running for 23 years

Reichelt's history of success dates back to the year 1969, when the Reichelt couple started selling electric components. Ever since, both private and business clients trust the quality of the Reichelt products. Now, the range comprises 110'000 products. In 1996, the 40 employees at the time were relocated from Wilhelmshaven to Sande, where Reichelt built a modern logistics center on a greenfield site. In the same year, Reichelt launched the first Online-Shop – becoming one of the first companies in Germany to do so.

Growth thanks to international expansion

Since the acquisition by Datwyler Group in 2010, Reichelt has been focusing even more on business customers and the expansion in new European markets. Due to online shops and call center services in local languages, Reichelt has recorded an encouraging growth in recent years and employs 280 employees in the year of the anniversary. The high level of customer satisfaction is proven by the “Distributor of the year 2018” award, voted for by the readers of the Elektronik trade magazine.

Datwyler Group (www.datwyler.com)

The Datwyler Group is a focused industrial supplier with leading positions in global and regional market segments. With its technological leadership and customised solutions, the Group delivers added value to customers in the markets served. Datwyler concentrates on markets that offer opportunities to create more value and sustain profitable growth. The Sealing Solutions division is a leading supplier of custom sealing solutions to global market segments, such as the health care, automotive, civil engineering and consumer goods industries. The Technical Components division is one of Europe's foremost high-service distributors of maintenance, automation, electronic and ICT components and accessories. With a total of some 50 operating companies, sales in over 100 countries and more than 8'000 employees, the Datwyler Group generates annual revenue of more than CHF 1'300 million. The Group has been listed on the SIX Swiss Exchange since 1986 (security number 3048677).

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<http://www.datwyler.com/en/media/image-library/>

Financial Calendar:
Interim Report 2019

13 August 2019