

30th October 2008

European collaboration creates new microwave component brand



A new name has emerged in the European microwave market with the launch of the LYNX brand, which has been created through the collaboration of three leading microwave representative organisations – Elexo of France, Globes Elektronik of Germany and Link Microtek of the UK.

Offering a variety of high-quality yet low-cost passive microwave components, the LYNX range includes products such as couplers, dividers, attenuators and terminations.

Under the terms of the arrangement, stock will be shared between the three LYNX partner companies, enabling customers across Europe to benefit from competitive pricing and fast delivery, backed by a wealth of technical expertise and capability in design, manufacture and support services.

Each company's stocks of LYNX products are accessible by the other partner companies, and systems are in place to allow rapid transfer of stock or delivery direct to local customers.

The LYNX products have been sourced from suppliers who are attracted by the prospect of having the European territory covered by knowledgeable technical representatives rather than a large broadline distributor.

All products are tested locally before being placed into stock, and it is likely that the initial LYNX product portfolio will be expanded in due course.

The picture shows (from left to right): Olivier Bohbot, MD of Elexo; Ulrich Blievernicht, MD of Globes Elektronik; and Steve Cranstone, MD of Link Microtek.

For further information, visit www.lynxcomponents.com.

Further information from:

Steve Cranstone, Link Microtek Ltd
Tel: +44 (0)1256 355771 Fax: +44 (0)1256 355118
e-mail: steve.cranstone@linkmicrotek.com

Issued by:

Rick Bauling, RJB Communications
Tel: +44 (0)1234 782255 Fax: +44 (0)1234 782744
e-mail: rbauling@rjbcoms.com