

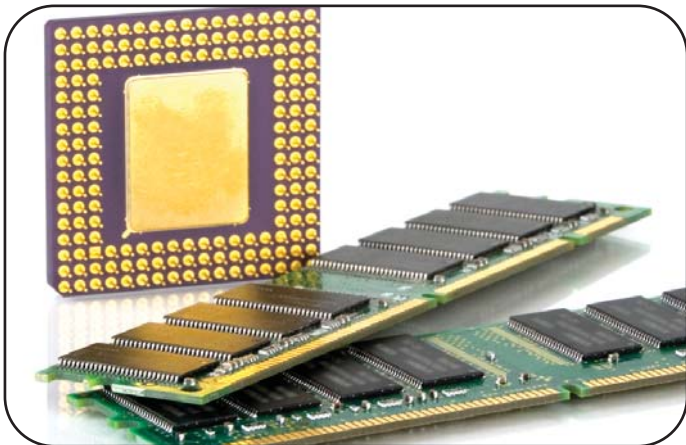
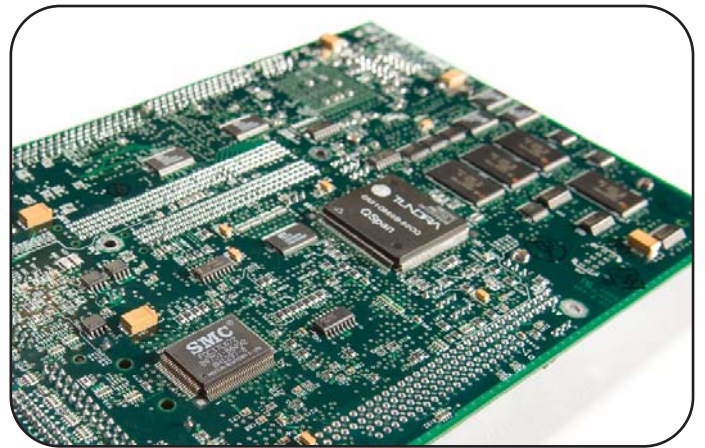
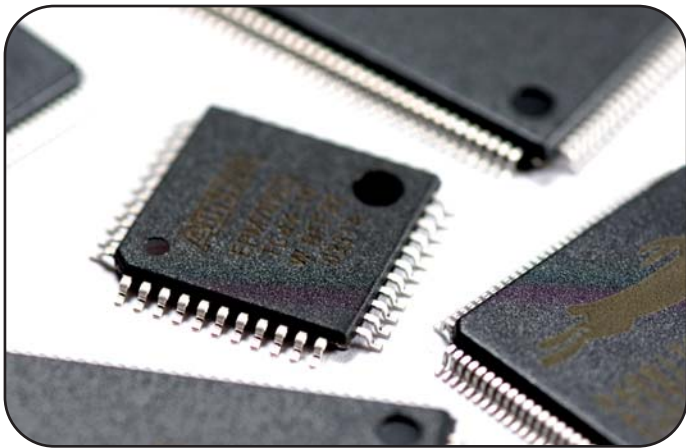


for the complete solution



Flexible Distribution and Value Added Services

“A sound and thorough knowledge of our customers demands.”



## Semiconductors

## Capacitors

## Connectors

## Relays

## Crystals

## Tools & related equipment

## Resistors

## Cable & Wire

## Switches

## Opto

## Motors

## Cable assemblies

## And much more...

Based from our freehold 25k square ft hi-tech distribution facility just one hour from Stansted International Airport, Vanilla Electronics Limited is the number one total solutions provider to the technology marketplace.

Vanilla is one of the UK's largest stocking B2B distributors of active, passive and electromechanical components, with over 12k stock lines and millions of parts, with customers and suppliers in all six populated continents.

***“There’s really no limit to the number of products and services we are prepared to offer our customers.”***

Vanilla is a major supplier into some of the worlds largest manufacturers across all industries; automotive, telecommunications, white goods, medical, audio, gaming...

Vanilla recognises that our sustained growth can only be maintained through a sound and thorough knowledge of our customer demands. We combine within one group structure, numerous service of component distribution that our competitors often keep separate or have to source externally.

- Component distribution.
- Value added services.
- Kitting.
- Kanban.
- JIT.
- Buffer stocks.
- Excess inventory management.
- Component sourcing.
- Obsolete parts.
- Turnkey project management.
- RoHS conversion.

***“I can’t think of another UK distributor who offers more... in fact, I can’t think of another UK distributor who offers as much!”***

## Component Distribution

Franchised or direct relationships with many of the industries leading manufacturers, our aim is to be our customers most flexible supplier. Providing services and solutions for all related procurement issues for electronic product/materials, not just components but also; motors, cable assemblies, wire, tools, computer products, software, and many more! Our wide range of products and services coupled with a technically competent, friendly and efficient service, is why Vanilla is considered number one by many blue-chip OEM's and CEM's worldwide.

Our competitive pricing and professional service is also utilised by many franchised and independent distributors, who take advantage of our experience and competence in out-of-franchise global sourcing, value added services and third party logistics solutions.

Please feel free to call one of our sales specialists to further discuss our Value added services such as Kitting, Buffer, Kanban, JIT, Turnkey project management etc, or any other requirements you may have.

## Kitting

Considered as possibly the UK's leading source, we can supply in any kitted format, all your electronic component requirements.

Our policy of total customer flexibility, coupled with state of the art computer systems, ensures a custom tailored kitting program matched to your individual needs.

By providing a regionalised office network, each kitting project is managed locally and customer benefits maximized.

Utilising our current franchise base coupled with a global range of over 6k+ suppliers, Vanilla offers a very competitive kitting package.

## Sourcing

With our own stock facility, our network of global suppliers, affiliated companies in Europe, the latest internet search engines in the US, sourcing agents in Taiwan, China and Hong Kong and Global Sourcing via our long established dealer network in 60 countries across the globe add up to an incredible 6k+ worldwide suppliers. So if the parts are out there – we'll find them!

## Excess Stock Solutions

We provide bespoke solutions for each individual customer, although all are based around the below three models:

### Consignment

- We arrange for the shipment of your excess to our Norfolk based ISO 9001:2000 modern distribution facility.
- Stock is inspected by our experienced & knowledgeable warehouse team and the following is recorded. All of which will assist in closing orders quickly on your stock as all information is to hand.
  - Full manufacturers part numbers including packaging suffixes, etc.
  - Manufacturer.
  - Condition of parts.
  - Date codes and batch codes.
  - Pack sizes.
  - Pack types (reel, tube, tray, etc).
  - Any other related info.
- Partial packs are repacked.
- Parts are then recorded on our system and searches are performed for previous sales. Sales department is then responsible for contacting any previous customers.
- Parts are advertised globally to a potential 6k+ customers.
- We record and report on a monthly basis all sales of your product. An order is sent every time a product is sold.
- You can request all sales information and full stock reports at any time.
- Secures a high return on your inventory and investment.

### Line-by-Line Purchasing

- Vanilla bids on a line-by-line basis.
- All items are accessed on an individual basis.
- Often a low, although immediate return.

### Lot Purchasing

- Moves a large volume of product quickly at one time.
- Return is often low, although stock is sold and dealt with within a short time-span.



## Why Vanilla

- ISO 9001:2000 approval.
- Regional sales offices.
- Technically competent.
- Value added service expertise.
- State of the art integrated computer system.
- Experienced committed regionalised staff.
- Competitive pricing.
- Total flexibility.
- Customer focused.

We can support the following...



**100% Reliable. 100% Committed. For the complete solution.**

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