



**FOR IMMEDIATE RELEASE, RE116  
PRESS RELEASE  
ELECTRONICA – AREA A5, BOOTH 543**

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*Manufacturer/distributor supports industry efforts worldwide....*

## **ROCHESTER ELECTRONICS DEDICATED TO SUPPORTING EU’S INITIATIVES AGAINST COUNTERFEIT PARTS**

**MUNICH, Germany** – November 11, 2008 – Rochester Electronics, the world’s most comprehensive and authorized source of discontinued semiconductors, is focusing on its anti-counterfeiting efforts in Europe during its participation in Electronica 2008. As counterfeiting becomes increasingly widespread around the world, Rochester remains committed to helping customers get access to authorized, traceable, end-of-life (EOL) semiconductors and avoid the pitfalls that result from purchasing sub-standard, damaged, or counterfeit parts.

“We recognize that counterfeiting is a global problem that affects companies worldwide, and we want our European and Asian customers to fully understand the problems that unauthorized parts pose, and to educate them about options that Rochester and other reputable suppliers and distributors offer,” said Curt Gerrish, Rochester founder and CEO.

Counterfeit product is not restricted to high-value military parts, but is a threat in all market areas. Worldwide it is estimated that up to 7 percent of semiconductors and up to 15 percent of electronics products are counterfeit, and many original semiconductor manufacturers have been affected, including Rochester Electronics.

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## **ROCHESTER FOCUSES ON ANTI-COUNTERFEITING EFFORTS IN EUROPE, P. 2**

As counterfeiters become more sophisticated with each passing year, they employ a variety of tactics which may include one or several of the following: re-marked devices (where the original device marking is removed and a falsified part number and/or company logo, date code, and/or lot symbols are applied), empty devices with falsified markings that contain no die, falsified grade devices re-marked with higher grade device marking (such as military, speed, high-reliability testing), falsified paperwork, falsified RoHS compliance, and counterfeit chips where chip functionality has been replicated without authority or licensing from the original manufacturer.

“There are only two ways that customers can be sure they are not purchasing counterfeit parts,” said Gerrish. “They must buy from the original manufacturer, or seek out a source that’s authorized by the original manufacturer.”

Rochester Electronics’ extensive parts inventory and re-creation services ensures customers can plan production without concern for line shutdown due to dwindling supply of certified parts. More importantly, they avoid the risk of turning to unauthorized suppliers who provide questionable product that could result in production delays, system failure or brand destruction.

Rochester is a fully authorized manufacturer and distributor and this allows them to provide continuing customer support for discontinued products. By acquiring all remaining original manufacturer inventory, including finished devices, die, and selected intellectual property, Rochester ensures its customers can obtain any part, at any time, with the proper authorizations and certifications, guaranteeing the same performance and specifications as the original part.

In 2006, Rochester launched a comprehensive anti-counterfeit awareness campaign when the rest of the industry was not fully aware of the seriousness of the issue. Rochester initiated the formation of the Anti-Counterfeiting Task Force within the Semiconductor Industry Association (SIA) and organized a well-attended symposium with speakers from industry and government. In 2007, Rochester was one of the first US companies to receive the Chinese Reliable Electronic Component Supplier's Classification (RECS) by China's Ministry of Industry, a jointly administrated program by the China Electronic Purchasing Association (CEPA) and the China Quality Association for the Electronics Industry (CQAE).

## **ROCHESTER FOCUSES ON ANTI-COUNTERFEITING EFFORTS IN EUROPE, P. 3**

Rochester continues to lead the way in fighting against sub-standard and counterfeit parts by partnering with the SIA to distribute the *Electronics Authorized Source Directory*. This guide offers a comprehensive listing of original manufacturers and their authorized distributors and how to contact them, emphasizing the fact that re-testing and screening is not as effective a protection as buying quality product from an authorized source. For more information go to [www.ElectronicsASD.com](http://www.ElectronicsASD.com).

### **About Rochester Electronics, LLC**

Rochester Electronics, LLC, is the world's most comprehensive source and solution for discontinued semiconductors. Authorized by over 40 leading semiconductor manufacturers, Rochester purchases all remaining finished devices, wafer/die and available intellectual property. All products are 100% manufacturer traceable and certified. Rochester's product offering includes more than five billion finished devices, ten billion die and over 20,000 Rochester continuing manufacturing device types. Rochester is privately held and worldwide corporate headquarters are located at 16 Malcolm Hoyt Drive, Newburyport, MA 01950 USA. Sales offices are also located throughout the U.S, Europe and Asia. Phone 978-462-9332, Email: [sales@rocelec.com](mailto:sales@rocelec.com), Web site: [www.rocelec.com](http://www.rocelec.com).

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