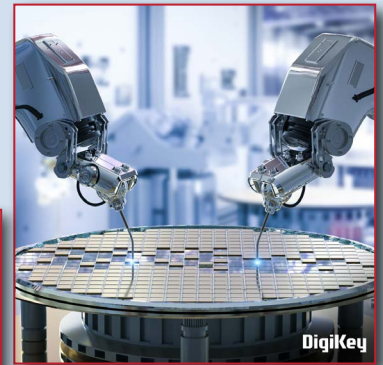# FABS and LABS

DigiKey: We Get Technical

DigiKey was founded by Dr. Ron Stordahl in 1972, but the seed for the company was planted while Ron was in college. Ron was an avid ham radio enthusiast, assembling and selling digital electronic keyer kits to other ham radio operators. After obtaining his Ph.D. in Electrical Engineering, Dr. Stordahl returned to his hometown of Thief River Falls, Minn. Dr. Stordahl would go on to complete pioneering work on digital keyers for Morse code and his love of putting together these digital keyer kits gave rise to a small mail-order company with the name of DigiKey Electronics.

DigiKey still maintains its headquarters in Thief River Falls, but from these humble beginnings, they have grown to become one of the largest and most well-known distributors of electronic components and related products in the world. Serving engineers, hobbyists, manufacturers and designers with an array of electronic components for their projects and production needs, the company has amassed some impressive metrics. They report over $5 billion in annual sales and have nearly 15 million available products. More than 5000 employees generate this revenue from more than three million square feet of facilities. They process more than 6.5 million orders, answering more than 3.2 million calls every year.

The sheer volume means that DigiKey must pay close attention to logistics. As part of their company culture, they pride themselves on their commitment to providing excellent customer service. They offer technical support, an efficient order fulfillment process and prompt shipping, with 99.9 percent of orders shipped on the same day. Customers can access resources like tutorials, videos and articles on their website to enhance their understanding of components and applications.

Their extensive range of components includes semiconductors, passive components, interconnects, electromechanical components, tools, test equipment and much more for a wide variety of applications. Engineers and designers can easily browse, search and order components and get detailed specifications, datasheets and pricing information for each product. Their website allows you to access products from more than 2400 suppliers in the "DigiKey Marketplace." This platform allows customers to access a wider range of products from fully authorized trusted partners, expanding the product selection beyond DigiKey's traditional offerings.

The core products are stored, packed and shipped from the product distribution center at the headquarters, but DigiKey maintains a global footprint. They have support centers in Europe, the Middle East and Asia and they ship to more than 170 countries. They provide multiple language options and customer support in various languages, making it easier for a diverse range of customers to navigate and utilize their services.

Earlier this year, after 50 years of service to the engineering and electrical component community, DigiKey Electronics rebranded and changed its logo. Going forward as DigiKey, the company hopes to convey a sense of design flexibility across digital platforms while maintaining an engineered feel. The update was designed to emphasize progress while underscoring the connection with suppliers and customers to reflect DigiKey's digital-first, forward-looking perspective. The company's commitment to innovation, exceptional customer service and a vast inventory has solidified its position as a trusted partner for anyone seeking electronic components and related products. DigiKey has established itself as a go-to distributor for electronic components, with an expansive product range, user-friendly online platform, exceptional customer service and dedication to meeting the diverse needs of the electronics industry and yes, they get technical.

www.digikey.com