

Charcroft tunes linecard for high-rel and COTS sectors

Charcroft Electronics has published a new linecard representing its specialisation in the design-in and sourcing of COTS, high-reliability and sector-approved components.

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Likely to be most relevant for avionics, high-end audio, defence, oil and gas, rail and space sectors, the line-card covers passives, electromechanical, opto-electronics, RF and microwave components, as well as magnetics, power supplies, sensors and high-reliability semiconductors.

The linecard also outlines components which operate at the extremes of temperature, power, voltage, current and precision.

The distributor is also introducing a new marketing strapline, Charcroft: Challenge Accepted. The strapline was suggested by Beverley Turner, Sales Support, following a competition within Charcroft’s employees to find a phrase which encapsulates the company’s key differentiator within the market.

“The combination of the new linecard, with support from field-based product specialists and comprehensive quality documentation, will help engineers and buyers to simplify the design process from component selection to volume production,” said Debbie Rowland, director, Charcroft Electronics.



Beverley Turner and Debbie Rowland