



Electronic Components Industry Association

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FOR IMMEDIATE RELEASE

ECIA's Channel Channel Podcast Features Dave Doherty, Digi-Key Electronics on the Launch of www.Trustedparts.com

Atlanta – ECIA's latest Channel Channel podcast is an informative discussion about the rebranding of the association's inventory aggregation site. ECIA has rebranded its ECIAauthorized.com component search engine as www.TrustedParts.com. Customers can search over 24 million part numbers from more than 4000 component manufacturers, receive real-time price and availability data, while being confident that all the inventory is 100% from authorized sources.

ECIA's Senior Vice President Victor Meijers interviewed Dave Doherty, Digi-Key's President and CEO, and long-time ECIA supporter. "There has been a lot of blood, sweat and tears from my team and from my competitors to bring this search engine to life," Doherty commented. "I believe it is one of the best examples from my twelve years serving in various roles in the ECIA, of an association doing what it is designed to do: bring value to its members and to members' customers."

"While the site will have a new name, a new logo, and a fresh new look," Meijers continued, "functionally it will be the same site that has been relied on by millions of users for the last 10 years. Users who have the site bookmarked will automatically be redirected to TrustedParts.com. User accounts and all the other tools will continue to work seamlessly on the new site. So, no action is required by users because of this change. And while the rebranding itself will not change any functionality, ECIA plans to continually invest in new features and tools to enable users to locate the components they need more efficiently."

"Sourcing components through the authorized channel is the most effective safeguard against unknowingly introducing counterfeit products into your supply chain," added David Loftus, ECIA CEO and President. "Using this search engine ensures that the products are fully warranted by the manufacturer. TrustedParts.com is the only inventory aggregation site that only displays price and availability information from authorized sources."

Use of TrustedParts.com, all the BOM management tools and stock and price alerts is always free. ECIA also offers access to its API to allow its system to be integrated into the customers' own quote tool or ERP system to make the sourcing process more efficient.

The Channel Channel podcast can be listened to or downloaded [from the ECIA website](#) or many podcast sites.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.