

MEMPHIS Electronic Celebrates 35 Years in Business

The exclusive focus on memory as the foundation of long-term success

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[MEMPHIS Electronic](#), a specialist in memory solutions for industrial and embedded applications, is celebrating its 35th anniversary this year. The semiconductor memory market is widely regarded as a commodity market, characterized by strong price volatility and ongoing manufacturer consolidation, making this anniversary a significant milestone for the company.



MEMPHIS Electronic celebrates its 35th anniversary

“Remaining successful in the semiconductor memory market for 35 years is anything but a given,” says Marco Mezger, Global President of MEMPHIS Electronic. “This market is extremely volatile and subject to constant change. MEMPHIS’s long-term success is the result of our clear focus on memory technologies, our technical expertise, and the close, long-standing partnerships we maintain with customers and manufacturers.”

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Success in semiconductor memory for 35 years is anything but a given. It's the result of our clear focus on memory technologies, our technical expertise and our long-standing market know-how.”

*Marco Mezger, President of
MEMPHIS Electronic*

Since its founding in 1991, MEMPHIS Electronic has continuously evolved from a traditional distributor into an internationally recognized Memory Competence Center. While the semiconductor memory market has undergone fundamental changes, MEMPHIS has remained committed

to its core mission: supporting customers in selecting, qualifying, and ensuring long-term availability of memory components throughout the product lifecycle.

The memory market poses specific challenges for companies. Product discontinuations, technology transitions, and highly fluctuating availability and pricing have been inherent

characteristics of the market for decades. MEMPHIS capitalizes on these market conditions with a consistent specialization in memory technologies, an exceptionally broad portfolio covering products from more than 18 memory manufacturers, and a deep understanding of both technology and market dynamics. This enables the company to identify alternatives, mitigate supply-chain risks, and provide long-term planning security.

A key success factor is the combination of in-depth technical expertise, market

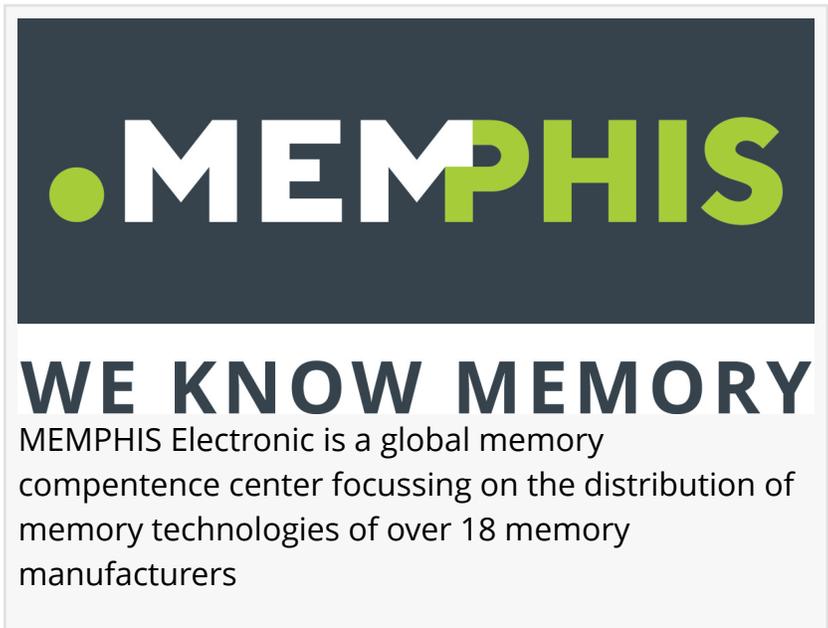
transparency, and an exclusive focus on memory products for long-life industrial and embedded applications. MEMPHIS supports its customers not only in component sourcing, but also in second-source strategies, lifecycle management, and the assessment of technological developments—capabilities that are becoming increasingly important for customers.

For MEMPHIS, this anniversary is a reason and an opportunity to look ahead. The growing complexity of modern memory technologies, increasing requirements for availability and longevity, and the rising importance of memory solutions will continue to require the memory competence that the MEMPHIS team provides to customers and will continue to shape the company's future development.

About MEMPHIS Electronic

MEMPHIS Electronic has been in the memory business for 35 years. Due to the company's focus on memory only, it has developed into a Memory Competence Center with an unmatched line card of over 18 different memory manufacturers and comprehensive supply chain solutions. Memory experts in 15 locations worldwide provide regional support and manufacturer recommendations to ensure customers find the most suitable technology solution for every project. For this reason, MEMPHIS also configures DRAM modules with components from all available manufacturers, specifically to customer needs, with a fixed bill of materials over the complete life cycle. For more information visit: <https://www.memphis.de/en>

Ortrud Wenzel
MEMPHIS Electronic
+49 6172903552
[email us here](#)



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