

## Diverse Electronics Named Top 50 Distributor for 2017

**Diverse Electronics** is proud to be named among the Top 50 Electronics Distributors for 2017, according to the latest survey by *SourceToday*, formerly known as *Global Purchasing*.



“Diverse is very pleased to be listed as a top distributor once again,” said Rick Masciotra, President. “We attribute our continued success to our unwavering dedication and commitment to our customers. Our unique, personalized service is exclusive among distributors, and one that our customers have really come to appreciate.”

Diverse differentiates itself by focusing on the big picture to help customers drive down costs. Most distributors focus on the big ticket items such as memory devices, micro-controllers and wireless products, and hope the rest will follow. Diverse incorporates everything including passives, discretes, electronic hardware, and interconnect. By focusing on the bigger picture, the company is able to make a significant difference on the overall cost. Customers are also able to benefit from the company’s extensive network of special offshore suppliers to further enhance cost reductions.

*SourceToday* presents its Top 50 Electronics Distributors report each year, providing a look at the largest players in the electronics distribution market. To see the complete list, go to <http://bit.ly/2qA7tuf>. For the article and complete report, go to <http://bit.ly/2rmF1gs>. *SourceToday.com*, formerly *Global Purchasing*, is a leading North American provider of news and information for procurement professionals regarding the technology and trends that impact their global supply chains.

### About Diverse Electronics

Founded in 1993, Diverse is an ISO9001:2015-certified Canadian-owned franchised electronic component distributor with a division dedicated to production consumables, tools, equipment and supplies. Diverse and its Production Tools & Equipment division (PT&E) present product solutions from an extensive range of more than 100 world-class manufacturers, resulting in the largest inventory of electronic component and production supply products in Canada.

For more information about Diverse Electronics, go to [diverseelectronics.com](http://diverseelectronics.com) or email [web@diverseelectronics.com](mailto:web@diverseelectronics.com).