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## **NKK Switches Increases Sales by Adding PARTsolutions' 3D Part Catalogs to Distributor Websites**

*Leading Manufacturer of Switches Extends Accessibility of 3D CAD Models by Offering Single-Click Access on Websites of Digi-Key and Mouser Electronics*

**Milford, OH – July 28, 2011** – [PARTsolutions, LLC](#), a global provider of 3D part catalogs for manufacturers and enterprises, and [NKK Switches](#), the world's leading designer and manufacturer of electromechanical switches, today announce that NKK has made single-click 3D CAD model links of its switches available on the websites of top electronic components distributors [Digi-Key](#) and [Mouser Electronics](#), in order to make 3D CAD more accessible to the engineering community. [Click here to see the Mouser and Digi-Key websites in action.](#)

"At NKK we are committed to providing user-friendly tools to engineers to help facilitate the selection of NKK's quality and innovative switches," said Mark Wuolle, marketing manager, NKK Switches. "Offering a 3D part catalog with single-click 3D CAD models on leading distributor websites ensures our customers have the tools they need to be both efficient and effective. What's more, we have more than doubled our CAD downloads in the past six months and continue to deliver more than 65 percent of these downloads in native CAD and graphics formats, confirming the need for native CAD data and the selection of PARTsolutions as our strategic partner."

Powered by PARTsolutions since 2007, NKK's library of 3D CAD models is one of the industry's largest, containing more than 500,000 switch models, including the popular, programmable OLED switches and displays. Now, engineers can download part number-specific models directly from corresponding Digi-Key and Mouser product web pages — with only the click of a mouse. The integration makes obtaining part number-specific 3D models of NKK switches as simple as downloading a data sheet, saving engineers substantial resources.

"Digi-Key is pleased to promote NKK Switches' 3D CAD models on our global websites," said Jeff Shafer, vice president of Global Interconnect, Passives, and Plectromechanical Products. "Offering the vast selection of models that NKK has to offer in this innovative way exemplifies how Digi-Key does business in an increasingly Internet-based world."

"Partnering with NKK to offer single-click 3D CAD model links is another way Mouser is helping engineers get the technical information they need to push their designs to market faster," said Kevin Hess, vice president of Technical Marketing at Mouser Electronics. "Mouser is dedicated to supplying our customers with the most complete product information, and we see 3D modeling as a valuable resource for engineers sourcing our expansive line of NKK products."

Digi-Key and Mouser Electronics offer 3D CAD models for the majority of NKK's full product line, including the popular, programmable OLED switches and displays. Other switch types include pushbuttons, toggle switches, rocker switches, tactiles, slides, rotaries, keylocks, tilt, and surface mount devices. Both current and prospective customers can graphically configure components with the sizes, features, and colors they need. Once configuration is complete, the system creates high-quality, native CAD data — including accurate NKK part numbers — which can be downloaded in 3D native CAD and instantly inserted into designs. These capabilities eliminate the need to manually draw standard parts and greatly increase design productivity.

NKK 3D CAD models are available in over 150 native and neutral CAD and graphics formats, versions, and revisions, including all popular native CAD file formats such as CATIA®, Autodesk Inventor®, Pro/ENGINEER®, SolidWorks® and UGNX®, as well as universal file formats such as STEP, IGES, SAT and others. More than 90 percent of the company's pushbuttons, toggle switches, rocker switches, tactiles, slides, rotaries, keylocks, tilt, surface mount, and SmartSwitch product lines are available as 3D CAD models in the catalog.

"As the first manufacturer of switches and pushbuttons to provide 3D native CAD models to its customers and distributors, NKK is further proving why it has been the leader in the manufacturing of miniature and illuminated switches for over half a century," said Rob Zesch, president of PARTsolutions. "Their collaboration with PARTsolutions is yet another example of NKK's commitment to innovation and customer experience."

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### **About PARTsolutions LLC**

PARTsolutions® LLC is a leading provider of PLM solutions for next generation 3D part catalog management and hosting, delivering solutions since 1992. For large manufacturers, the PARTsolutions product suite provides centralized 3D standard part catalogs making it easy for global design teams to find, reuse, and control standard and proprietary 3D parts. Click [here](#) to download the 3D Part Catalog Management white paper from CIMdata, titled "A PLM Strategy to Reduce Direct Material Costs." For component manufacturers, the PARTsolutions product suite provides web hosting of 3D part catalogs to increase lead generation, and to ensure that components get "designed in" to OEM products. The PARTsolutions CAD-Native advantage provides support of over 150 native and neutral CAD and graphics formats, versions and revisions to meet the needs of your multi-CAD environment or supply chain. The PARTsolutions product suite maximizes support of your reuse and standardization initiatives to deliver measurable business growth through maximizing standard part reuse to get products to market faster with reduced cost. Information about PARTsolutions can be found at [www.partsolutions.com](http://www.partsolutions.com).

### **About NKK Switches**

A leading designer and producer of electromechanical switches, NKK Switches offers one of the industry's most extensive selections of illuminated, process sealed, miniature, specialty, surface mount and programmable switches. NKK manufactures more than 3.5 million toggle, rocker, pushbutton, slide, rotary, DIP rotary, keypad and keylock switches, each of which can be used as the foundation of a customized design. All switches are designed and manufactured to provide the quality and dependability that has made NKK the benchmark for reliability for over half a century.

### **About Digi-Key**

As one of the world's leading totally integrated, Internet-based distributors of electronic components, Digi-Key Corporation has earned its reputation as an [electronics industry leader](#) through its total commitment to service and performance. Digi-Key is a full-service provider of both prototype/design and production quantities of electronic components, offering more than two million products from over 470 quality name-brand manufacturers at [www.digikey.com](http://www.digikey.com). A testament to Digi-Key's unparalleled commitment to service, North American design engineers have [ranked Digi-Key as the #1 Most Preferred Distributor](#) (UBM/EETimes Distributor Customer Evaluation Study/June 2011). With global sales for 2010 surpassing \$1.5 billion, Digi-Key's single location in North America is one of its greatest assets. Additional information and access to Digi-Key's broad product offering is available at [www.digikey.com](http://www.digikey.com).

### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2 million products online from more than 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.