

HUB\_ALPHA

■ OPERATIONAL LAYER / LEVEL 02

# Strategic Component Supply for Critical Electronics.

BRUECKENBAUER GMBH connects engineering teams with qualified electronic components, technical judgment, and procurement discipline for high-reliability industries.

ACTIVE PRODUCT  
GROUPS

08

APPLICATION VERTICALS

09

**■ THE COMMERCIAL THESIS**

# When the component decision carries risk, procurement becomes strategy.

Electronics teams are being asked to move faster while supply chains, standards, and lifecycle constraints become less forgiving. BRUECKENBAUER gives those teams a sharper operating layer: qualified sourcing, technical selection, and project support in one disciplined channel.

**Brand promise: critical components, handled with engineering discipline.**

**01 Reduce sourcing uncertainty**

Availability, alternatives, and procurement logic handled before they become production blockers.

**02 Protect technical confidence**

Components are matched to voltage, thermal, lifecycle, certification, and application constraints.

**03 Move from parts to programs**

Series supply, special procurement, and design-in support are framed around the project goal.

**■ WHAT THE BRAND STANDS FOR**

# We build the bridge between design intent and reliable supply.

Based in Switzerland, BRUECKENBAUER operates at the intersection of engineering, business development, procurement, and project execution. The brand should speak less like a catalogue and more like a senior technical partner: precise, calm, accountable.

**CONNECT**

Bring manufacturers, buyers, and technical stakeholders into one working path.

**DESIGN**

Shape the sourcing and component logic around the system, not around a generic list.

**EMPOWER**

Give teams the confidence to move from prototype to series with fewer blind spots.

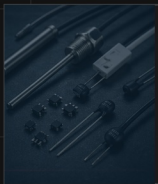


SWISS BASE / GLOBAL PERSPECTIVE / TECHNICAL EXECUTION

■ COMPONENT DOSSIER

# A focused portfolio for sensing, power, EMC, passives, interfaces, and acoustic systems.

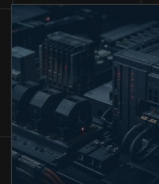
From component search to RFQ, the website now behaves like a technical dossier rather than a brochure.



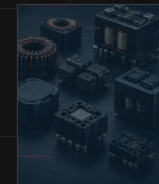
**SCV-01**  
Temperature Sensors



**SCV-02**  
Pressure & Flow Sensors



**SCV-03**  
Current & Position Sensors



**SCV-04**  
EMC Components




**SCV-05**  
Power Management



**SCV-06**  
Passives



**SCV-07**  
Electromechanics



**SCV-08**  
Acoustics

■ POWER CONVERSION DOSSIER

# Power management is the sharp edge of the brand.

IGBT, SiC MOSFET, MOSFET, and converter programs give BRUECKENBAUER a credible entry point into high-efficiency industrial architectures, e-mobility, renewable energy, appliances, and protected power delivery.

### IGBT

650 V / 1200 V  
10 A to 600 A

### SiC MOSFET

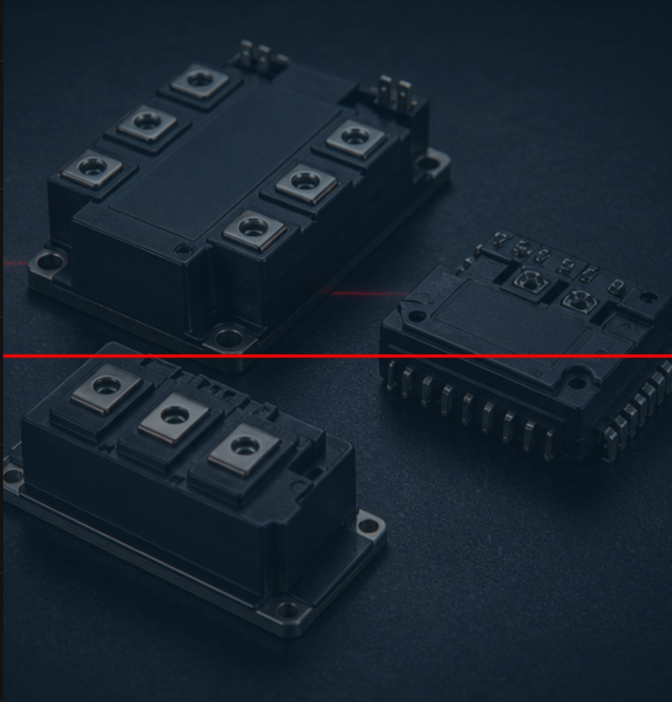
Low loss  
High frequency

### MOSFET

20 V to 45 V  
Discrete / bare die

### Converters

AC/DC / DC/DC  
Protected output



## SECTOR COVERAGE / 09 INDUSTRIES

# Application fit is the portfolio story. All nine industries are covered.

Each vertical should read like a technical procurement briefing: use case, standards pressure, failure risk, and component families that matter.

### AEROSPACE & DEFENSE

Avionics, space technology, defense electronics, ground systems.

### AUTOMOTIVE & TRANSPORTATION

Drive electronics, ADAS, charging, battery and connectivity systems.

### BUILDING AUTOMATION

Smart metering, lighting control, security and building management.

### E-MOBILITY & BATTERY MANAGEMENT

Charging infrastructure, BMS, onboard chargers and inverters.

### HOME APPLIANCES & WHITE GOODS

Durable, compact and efficient electronics for appliance platforms.

### HVAC

Heating, ventilation, refrigeration, air quality and smart control.

### INDUSTRIAL

Automation, drive technology, sensing, communication and power supply.

### MEDICAL & HEALTHCARE

Diagnostics, monitoring, therapy, laboratory systems and wearables.

### RENEWABLE ENERGY

Photovoltaics, wind, storage, smart grid and hybrid energy systems.

## ■ OPERATING SEQUENCE

# From need definition to long-term support, the service model is deliberately practical.

The copy should avoid soft consulting language. BRUECKENBAUER's value is best expressed as a working sequence that reduces ambiguity for technical and commercial teams.

01

## Define the requirement

Clarify goals, operating constraints, standards, and lifecycle exposure before sourcing begins.

02

## Build the action plan

Map component options, suppliers, samples, documentation, and procurement path.

03

## Deliver and support

Coordinate RFQ, special procurement, series supply, and long-term strategy.

■ COMPLIANCE AND SUPPLY CONFIDENCE

# Trust is built through traceability, standards fluency, and lifecycle thinking.

REACH

RoHS

IEC

UL

JEDEC

AEC-Q

MIL-STD

AS9100

ISO 9001

## Proof mechanisms to emphasize

- CoC, CoO, and test reports on request
- Lot-specific and traceable delivery
- Long-term availability and obsolescence management
- Qualified manufacturers and high-reliability parts
- Series logistics and project-specific special procurement

COMPLIANCE STATE

**REACH / RoHS**

SUPPLY CONTINUITY

**99.8%**

■ REWRITTEN WEBSITE COPY

# Sharper copy: less catalogue, more operational value.

Use this language across hero sections, sales pages, PDFs, and outbound material.

**Hero**

Strategic component supply for electronics programs where reliability, availability, and technical fit cannot be left to chance.

**Products**

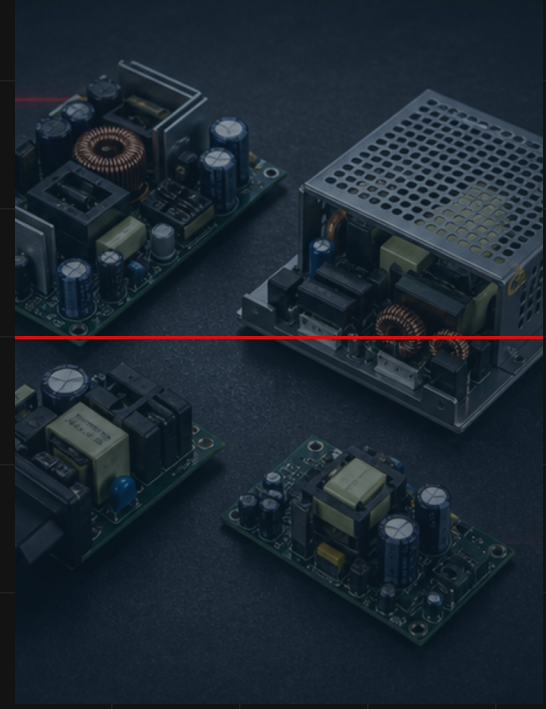
A curated electronic component portfolio organized by application pressure, not just by category.

**Industries**

Components matched to the operating reality of aerospace, mobility, industrial automation, healthcare, energy, and connected buildings.

**Services**

We define the requirement, structure the sourcing path, coordinate documentation, and support the transition from prototype to series supply.



Tone: precise / premium / technical / accountable

■ REQUEST QUOTE / DESIGN-IN SUPPORT

# Bring the component risk into focus before it reaches production.

For teams building industrial, mobility, energy, medical, aerospace, or building-automation systems, BRUECKENBAUER is the technical sourcing partner that turns component complexity into a controlled operating path.

INITIATE RFQ

OPEN TECHNICAL DOSSIER

**BRUECKENBAUER GMBH**

Strategic collaboration in electronics

REGISTERED ADDRESS

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3075 Rüfenacht BE - SWITZERLAND