**Premier Farnell now stocking Xilinx All Programmable Devices**

**London, United Kingdom, 4th September 2017** – Premier Farnell, the Development Distributor, announces the addition of [Xilinx® All Programmable Devices](http://uk.farnell.com/xilinx-storefront) to their extensive product offering. By adding Xilinx to their growing list of global franchised suppliers, Premier Farnell are giving their customers access to their market leading devices that provide both design flexibility and freedom.

Mike Barone, VP Channel Sales for Xilinx says “We are excited that Xilinx products will now be available through Premier Farnell, helping to expand our online presence and reach globally. We recognize the outstanding support that Premier Farnell provides to its customers from concept through to volume production—with design services, bespoke development and integration platforms, as well as evaluation kits and continuity of supply. Premier Farnell will enable customer expansion through their mass market approach and the unique position they hold as the development distributor.”

All Programmable devices provide the designer with a flexible route to system implementation. The blank canvas of the device can quickly be configured by using advanced development tools and libraries to produce a product that does exactly what is needed, providing a faster time to market. By integrating multiple functions in a single device there is a reduced Bill of Materials, making savings in both purchasing and manufacturing. These flexible devices allow the designer to carry out upgrades to systems that have been deployed. All Programmable devices are making inroads into a wide range of markets, including military, aerospace and defence, industrial and commercial; inside hardware ranging from edge devices in the IoT to massive data servers; and support what can be an almost endless list of functions.

Chris Breslin, Senior Vice President, Product and Supplier Management for Premier Farnell says “All Programmable devices provide a powerful addition to the system developer’s tool kit, giving a new level of design freedom. The device families in Xilinx’s All Programmable portfolio are recognised for providing the best price/performance in their class, and to this Premier Farnell is adding the outstanding customer support that underpins our role as the development distributor.”

Premier Farnell has developed a new Xilinx technical resource capability accessible via livechat, email and phone and supported by All Programmable device technical champions in each region; providing access to a full range of design resources that are intended to help developers drive programmable devices into mass market products.

Premier Farnell is part of Avnet, who announced a renewed commitment to their successful Primary Global Channel relationship of 31 consecutive years and wider distribution of Xilinx’s All Programmable products in April 2017. Further information is available [here](http://news.avnet.com/press-release/avnet/avnet-and-xilinx-expand-global-channel-relationship).

Xilinx All Programmable devices are available from [Farnell element14](http://www.uk.farnell.com/xilinx-storefront) in Europe, [Newark element14](http://www.newark.com/xilinx-storefront) in North America and element14 in APAC.

**\*\*Ends\*\***

**Notes to editors**

You can find more details and supporting imagery related to this press release on our newsroom: [www.element14.com/news](http://www.element14.com/news)

**About us**

[Farnell element14](http://farnell.com/) is part of the [Premier Farnell](http://www.premierfarnell.com/) group of businesses, a global technology leader with over 80 years in the high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell uses this experience to support its broad customer base, from hobbyists to engineers, maintenance engineers and buyers as ‘The Development Distributor’, working with leading brands and start-ups to develop new products for market, and supporting the industry as it seeks to develop the current and next generation of engineers.

Premier Farnell is a business unit Avnet, Inc., (NYSE:AVT). Premier Farnell trades as [Farnell element14](http://uk.farnell.com/) in Europe, [Newark element14](http://www.newark.com/) in North America, and [element14](http://sg.element14.com/) throughout Asia Pacific. The Premier Farnell Group is supported by a global supply chain of more than 3,500 suppliers and has an extensive inventory profile developed to anticipate and meet the needs of innovative customers everywhere. Premier Farnell also sells direct to consumers through a network of resellers, as well as its [MCM](http://www.mcmelectronics.com/) business in North America and [CPC](http://cpc.farnell.com/) business in the UK.

For more information, visit the website at <http://www.premierfarnell.com>

**European PR Agency:**

**Freya Ward**

**Napier Partnership**

Tel: +44 1243 531123

Email: [Freya@napierb2b.com](mailto:Freya@napierb2b.com)

**Premier Farnell:**

**Holly Smart**

**Head of PR and External Communications**

Tel: +44 113 2485188

Email:[hsmart@premierfarnell.com](mailto:hsmart@premierfarnell.com)