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# Farnell and Same Sky Enter into Distribution Agreement

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## Embargo Info

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## Content

LAKE OSWEGO, Ore. — March 10, 2026 — Same Sky today announced it has signed a global distribution agreement with Farnell, one of the world’s premier distributors of electronic components. As a part of the agreement, [Farnell](#) will distribute and market Same Sky’s extensive product portfolio, including audio, interconnect, thermal management, and more. In addition to product support through the Farnell brand in EMEA, Same Sky’s parts will also be available through the Newark brand in North America and the element14 brand in Asia Pacific.

With over 80 years of experience and operations in 60 countries, Farnell offers over 950,000 products covering 2,000 manufacturer brands and supplying over two million customer contacts in more than 150 global industries. Farnell has been a part of the Avnet brand since its acquisition in October 2016.

“This partnership with Farnell strengthens Same Sky’s commitment to expanding regional distribution, inventory availability, and local support for customers across Europe, Asia, and the Americas,” said Dave Carroll, Vice President of Product Management at Same Sky. “By working closely with one of the industry’s leading high-service distributors, we’re improving access to Same Sky solutions and helping engineers move from design-in to production with greater speed and confidence.”

[View Same Sky’s product offering at Farnell](#)

## Tags:

Cables & Connectors, Electronic Manufacturing, Interconnects, Motion Control, Sensors

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## About Us:

**Heading :** About Same Sky

Same Sky (formerly CUI Devices) is an electronic components manufacturer dedicated to nurturing the spirit of innovation by being more human—caring more than is expected, embracing evolution, taking a holistic approach, and having fun along away. The company specializes in an ever-expanding range of

product technologies, including audio, interconnect, motion & control, relays, sensors, switches, and thermal management solutions. Learn more at [www.sameskydevices.com](http://www.sameskydevices.com).