

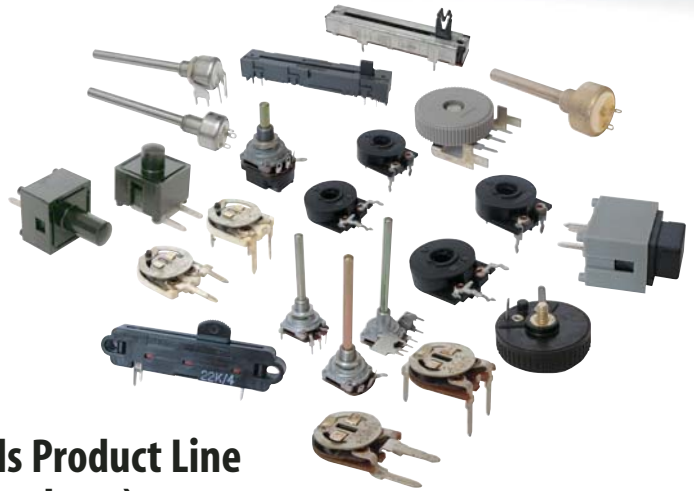


# New Product Release

## SENSORS & CONTROLS PRODUCTS

November, 2007

Bourns Manufacturers Representatives  
Corporate Distributor Product Managers  
Americas Sales Team  
Asia Sales Team  
Europe Sales Team



### New Sensors & Controls Product Line (Formerly Ruf Products)

Bourns® Sensors & Controls Division is pleased to announce the release of a new line of resistive products, formerly sold under the Ruf brand. These products are a great addition to our growing portfolio and are suitable for many applications.

There are four groups of products being released:

<u>Rotary Potentiometers</u>	<u>Slide Potentiometers</u>	<u>Trimming Potentiometers</u>	<u>Switches</u>
0037	1023	0042	1543
0074	1027	0655	1547
0473	1072		
0502			
0503			
0620			
0621			

For your convenience, the data sheets are now available on the Bourns website. Also, for your convenience, a listing of distributor prices with minimums and multiples is attached. Samples and production quantities are now available.

If you have any technical questions regarding this new product line, please contact your local Bourns Sales Representative or one of our Field Application Engineers listed below:

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Best regards,  
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