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SMS Electronics selects SIPLACE for major UK investment

SMS Electronics Limited, based in Beeston near Nottingham, UK, is one of the UK's leading Electronics Manufacturing Services companies, providing services to a wide market sector, ranging from industrial applications, to consumer electronics, medical & leisure uses. As part of a \$2million investment program and due to increasing capacity requirements as a result of continued growth, SMS Electronics has purchased additional SIPLACE Placement Equipment from ASM Assembly Systems (formerly Siemens Electronics Assembly Systems). The new equipment – SIPLACE X3 and SIPLACE X4 – will be set up in a separate line to the already existing SIPLACE placement machines on site at SMS and thereby providing further innovative manufacturing solutions on the vast 11,000 square meters of production floor.

SMS Electronics Limited in Beeston, UK is committed to providing high quality Contract Electronics Manufacturing and hence, is continually investing to stay at the forefront of manufacturing technology. Mike Harby, Managing Director, SMS Electronics Limited comments, "Our company vision is to be the leading UK provider of electronics manufacturing services, delivering excellence in manufacturing and total customer satisfaction. By continuing our partnership with SIPLACE & ASM Assembly Systems, I am confident we will achieve our vision". At the heart of the recent \$2million investment program is the SIPLACE X3 and SIPLACE X4 Placement Equipment. The placement machines are equipped with the revolutionary SIPLACE MultiStar CPP head, SIPLACE TwinStar, as well as the SIPLACE SpeedStar head to ensure maximum flexibility and maximum performance.

The products which will be manufactured on the new line fit perfectly into the SIPLACE equipment's capabilities – many different sized components on a range of very complex PCBs'. The new line will greatly benefit from the four SIPLACE MultiStar CPP heads which are capable of handling components ranging from 01005 to 50 x 40mm, each at maximum placement performance, and guarantee a perfectly balanced line at all times without having to switch out heads.

Flexibility and Traceability

In addition to the new SIPLACE placement machines, SMS Electronics has also invested in a number of SIPLACE software options to ensure their production is flexible, well balanced and optimized. As part of this investment, all the existing SIPLACE placement machines will be upgraded with the latest SIPLACE Traceability software. This software not only makes your production fully transparent, it also avoids faulty set-ups and provides detailed fault and cause analysis.

Another feature is the SIPLACE Pro software option on all lines, including the offline program verification with "Virtual Product Build", making programming new products very easy and user-friendly. This Windows-based client-server application provides highly detailed graphical representation of the circuit board with visual support and component descriptions can be imported from extensive online libraries with just a few mouse clicks.



SIPLACE X4 – providing maximum flexibility and maximum performance

ASM Assembly Systems

At the beginning of 2011, the **SIPLACE team** (formerly Siemens Electronics Assembly Systems) became a **business unit of ASM Pacific Technology** and operates now as **ASM Assembly Systems**. With its SIPLACE machines and innovative manufacturing concepts, ASM Assembly Systems GmbH & Co. KG is the world's leading manufacturer of surface mount technology (SMT) placement machines and solutions. Since its beginnings in 1985, the company has installed almost 25,000 placement machines at over 2,500 customers all over the world. Electronics manufacturers in all industries such as telecommunications, automotive, IT, consumer electronics and automation use and depend on SIPLACE's broad portfolio of solutions and services.

For more information about ASM Assembly Systems (SIPLACE), please visit www.siplace.com.

ASM Pacific Technology

As a subsidiary of **ASM International** based in Almere, Netherlands, **ASM Pacific Technology (ASMPT)**, Hong Kong, has developed in only a few years into the world's leading supplier of chip assembly, bonding and packaging systems and solutions. The ASMPT Group produces and markets machines for front-end and back-end chip assembly and semiconductor packaging. The company has plants in Hong Kong, China, Singapore and Malaysia, and since January 1, 2011 in Germany. ASMPT has been listed on the Hong Kong Stock Exchange since 1989.

ASMPT is one of the stocks in the Hang Seng HK MidCap Index under the Hang Seng Composite Index, the Hang Seng Information Technology Industry Index, and the Hang Seng Hong Kong 35 Index.

For more information about ASMPT, please visit www.asmpacific.com

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