

2014 Rep & Distributor Review

At the end of each year, Global SMT & Packaging interviews key distributors and manufacturers' reps to take the pulse of the electronics manufacturing industry and get a forecast of the coming year. These are the people on the ground, talking with manufacturers across the tiers, all over the world, every day. Here's what they have to say...

Accurex Solutions Pvt Ltd www.accurexsolutions.com



K.N. Rammohan

What market trends do you see in your territory going forward?

With the new govt in place in India. And also the offset program which was put in to practice by the previous govt we see that there will be a spurt of activities in defence and aerospace. It won't be an exaggeration if we say that India will be the hub for the high mix and medium to large volume production related to defence for the entire world.

What technology trends do you observe happening in your territory?

In tune with what is stated above the precision and accuracy will rule the production. High end screen printers and jet technology and highly flexible pick and place systems will be in vogue. Cleaning of the boards which was till now just an facility will gain its importance. Rapid prototyping machines will also be coming to India.

GEN3 Systems www.gen3systems.com



Graham Naisbitt

What market trends do you see in your territory going forward?

GEN3's Distribution business in the UK and Ireland is seeing a significant surge in recapitalisation projects beyond 2015. The British Electronic Systems sector employs over 850,000 people generating > £80bn which is 5.4% of UK GDP. The UK has the fastest and largest growing economy in Europe and the most cost effective workforce.

What technology trends do you observe happening in your territory?

Electronic and Micro-electronic systems for Healthcare, Automotive, Traffic Management and Energy applications plus further expansion in Aerospace and Defence. The UK is leading developments of power and high stress electronics for extreme operating environments. New technologies include embedded circuitry, opto-electronics and connected HD displays.

WittcoSales www.wittcosales.com



Tom Wittmer

What market trends do we see in our territory going forward?

SMT assemblies will continue to become more densely populated and smaller, which will challenge the printing, placement and reflow of PoPs, microBGAs, QFNs and odd-shaped LEDs that are required for the advanced Bluetooth, unmanned vehicle, LED lighting and solar power technologies.

What technology trends do we observe happening in our territory?

The technology trends in WittcoSales territory are advanced LED lighting, continued advances in unmanned vehicle technology, land, air & sea smart phones and tablet Bluetooth advancements.

TOP LINES: Aqueous Technologies, ACE, Acculogic, BTU International, Exatron, FKN, Insulfab, iTAC, Keteca, KYZEN, MIRTEC, Matrix Focalspot, Plasmatreat, QA Technologies, Samsung, Seika and Tronex.

Horizon Sales www.horizonsales.com

Kathleen Thompson

What market trends do you see in your territory going forward?

We are experiencing great demand within our territory for inventory and storage solutions. Customers are interested in the best fit for their inventory and storage solutions offered by equipment capable of storing customers' full inventory needs within a small footprint. Equipment designed to support the storage needs of the most varied types of components, achieve optimum performance in regards to storage capacity while allowing for easy and intelligent management of component inventory and substantially minimizing operator time is a big trend in our territory.

What technology trends do you observe happening in your territory?

The big trend that we see is increased interest and need for inventory and storage systems capable of streamlining, consolidating and tracking a customer's inventory within a small footprint and minimizing operator time. Customers want to possess a completely closed and swift material flow system within the production. With today's solutions, the system of choice must be the leader in providing component availability to new dimensions. ROI is maximized almost immediately when selecting the most technologically advanced solutions available.

TOP LINES: AquaKlean, Cogiscan, Elreha, Freedom Scientific, GPD Global, Inovaxe, Insulfab, Juki Automation Systems, OMNI Engineering Services, Ovation Products, PROMATION Inc., Specialty Coating Systems, SEHO, Seika USA, South-Tek Systems, Viscom.

American Tech www.americantec.com

Johnny Hsieh

What market trends do you see in your territory going forward?

I see Big Data Intelligence will be the key word from MES aspect. On top of traditional MES functionalities like validation and data collection, the upcoming MES Intelligence will be covering the guidance for operator to execute correctly, the closed-loop capability to lead machine fine-tuning, and the risk assessment of factory modelling options. Such intelligence needs to be generated based on modelling of Big Data.

What technology trends do you observe happening in your territory?

I see IOT and automation will be highly utilized into manufacturing practice in next three-five years. With more and more devices becoming "smart," it frees up the communication boundary that machines start to perceive introduction and execute automatically, to achieve "highest productivity" scenario. The challenge will be the platform that ensures the availability of millisecond level interaction, and indepth-thinking.

TOP LINES: IOT, Automation, Big Data, are influencing manufacturing world transformation.

Technical Resources Corporation www.trcflorida.com

Frank Mascetti

What market trends do you see in your territory going forward?

Customers want to "push the envelope" regarding machine capabilities. The same old cliché of flexibility and changeover is critical; however, customers want to "do more with less." More technology capabilities and convergence is needed on a single platform; examples include coating and dispensing, SMT and odd-form placement, AOI and SPI, and printing and jetting. Smaller kit sizes and more NPIs make the return on investment models for capital equipment even more challenging. Military/aerospace remains a key market segment here and EMS providers continue to grow their market share in that space as well.

What technology trends do you observe happening in your territory?

As smaller devices and bottom-terminated devices creep into electronics assemblies, focus remains on the screen printing process. 3D assemblies are on the rise and these bring challenges to the industry. Greater than 95 percent of all SMT assemblies use a stencil printing process, meaning that most of our industry's R&D is focused on solder pastes, stencils, specialty coating processes, etc. for the best possible solder paste deposits using those processes. Is jetting the answer? Are customers utilizing their current tools properly? Is enough time spent or is the sample size large enough for a robust process?

TOP LINES: Universal Instruments, DEK, Vitronics Soltec, Koh Young, GPD, RPS Automation, Specialty Coating Systems, Mentor Graphics-Valor, Takaya, matrix Focalspot, Marvin Test Solutions, Henkel Electronics, Tropical Stencil, KIC, Pentagon EMS and Flexlink.