

Short Circuit



Advanced Manufacturing report launched

The vast array of government initiatives confronting manufacturers is often bewildering. In an attempt to provide a comprehensive guide to what is currently available the Department of Business, Innovation and Skills has just released Advanced Manufacturing. Summarising more than eighteen different projects this report provides a good overview of the area. Although many of the projects were announced some time ago there are a number of new developments included in the report.

To find out more about any of these new projects or to read about on-going ones, the full report can be downloaded from www.berr.gov.uk/files/file52374.pdf

The projects profiled include:

Talentmap

Talentmap www.uktalentmapproject.org.uk, a new web-based tool designed to help make information on education, employment and skills more accessible to employers, has just been launched. If you have any feedback on how well the tool works for you please get in touch with Ruth Porter.

Manufacturing Advisory Service

A £4 million expansion to the Manufacturing

Advisory Service has just been announced. This will mean that, as of later this year, the service will also be able to provide specific advice on issues like low carbon technologies. Launched in 2002 the Manufacturing Advisory Service was established to try and help boost productivity by providing free or subsidised business advice to manufacturers. To find out more visit www.mas.berr.gov.uk



If you have used the Advisory Service and have any comments on the advice you received, we would be keen to hear your feedback.

Manufacturing Insight

The lack of public profile associated with manufacturing has long been a problem. In response to this a new body is being set up to help promote the visibility and image of the industry. 'Manufacturing Insight' will be launched around October this year and will be tasked with promoting the work of manufacturing specifically in the media and within schools.

Welcome to Ruth Porter

"Having recently joined Intellect as technology markets programme manager, I'm excited about having the opportunity to help create a positive business environment for an important segment of British industry. I studied Politics and Philosophy at Warwick University before temporarily migrating. I've spent the last five years in New Zealand working for an independent public policy think tank, initially as a policy analyst before being promoted to the role of communications manager. I spent this time

researching across a wide range of domestic policy areas and am keen to use the research and communications skills I've developed to promote electronics manufacturing."



Contact Ruth on T 020 7331 2161 or
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**WINNER**WEBSITE
OF THE YEAR AWARD**WINNER**BEST MEMBERSHIP
PACK AWARD

Intellect is proud to announce that at the Trade Association Forum Best Practice Awards ceremony at the Intercontinental London, Park Lane, Intellect was an outstanding success. We won Website of the Year award and Best Membership Pack award. Find out more and view images at www.intellectuk.org/awards2009

New industry standard for PCB design data

PCB fabricators have, for some time now, struggled with how to encourage designers and customers to ensure that the data they provide is always complete and accurate.

Poor data at any point in the process can at best slow it down, and at worst, lead to end products that are not fit for purpose.

To help mitigate this risk, Intellect's PCB Fabricators and Suppliers Group has been working on a guide to help ensure that the design data provided for PCB manufacture is as clear, accurate and comprehensive as possible. The guide, which takes the form of a checklist, will assist designers in considering all the issues and questions that need addressing to enable the PCB Fabricator to produce the product they require. The guide takes the form of a standard template for data supply and will be available from Intellect's website later this year.

Next edition of Short Circuit: 15 September 2009

Prism marks 20 year supply relationship with Domino

Prism Electronics Limited and long standing customer Domino Printing Sciences plc are boasting two decades of successful collaboration. The companies' relationship continues after Domino enjoyed record sales in 2008 that have built on 30 years of uninterrupted growth.

Domino develops, manufactures and supports a world-leading range of coding, marking and printing technologies including industrial ink jet.

Prism manufactures PCBs used in Domino's commercial printing products.

The company has played an instrumental role in numerous development projects with Domino's engineering team.

Prism's business development director, David Dickin, said, "Strategic supply is much more than merely outsourcing. It is about focusing on long-term business needs and forging relationships with key suppliers that are able to provide real value to a business. This way of working is about collaboration, building relationships where both customer and supplier understand the real needs and objectives and work together so that projects can be delivered quickly and

successfully."

"Prism makes it very easy for us to work with them," added Domino operations purchasing manager Ian Whitehead. "We regard them as specialists in their field of supply – and they have been a valued resource for us over the past two decades."



www.prism-electronics.com

John Brown, 1941-2009



It is with great regret that Stevenage Circuits announces that John Brown, their managing director, passed away on the 08 July 2009. He had

fought a brave battle with cancer for several years. Our condolences go out to his family and friends.

John founded the company in 1971 and developed it into one of the premier PCB manufacturers in the country. His drive and commitment to investment was well known in the industry. He will be greatly missed by all at Stevenage Circuits, as well as our customers and suppliers.

Stevenage Circuits would like to take this opportunity to thank all our customers and suppliers for their good wishes and to assure you of our continued

commitment to offering all PCB solutions in the future, in the same way as we have in the past.

www.stevenagecircuits.co.uk

ACW Technology hosts Chinese delegation in Southampton

ACW Technology Ltd recently played host to a delegation of six senior government officials from the Xiangzhou District of the People's Republic of China. The visit was hosted by Chris Woods, ACW's chairman.

The delegation was led by Mr Zhang Yisheng, chief executive of the People's Government of Xiangzhou District, Zhuhai, Guangdong. The purpose of the visit was to seek new investment into China and to meet existing investors.

Woods is a regular visitor to ACW's wholly owned manufacturing facility in Zhuhai and was delighted to respond to a request from the city to meet with the delegation during their visit to the UK. The group enjoyed a two-hour fact

finding tour of the Southampton facility where they learnt about the company's UK activities and had a demonstration of the cutting edge equipment it uses during its manufacturing processes. They were also able to observe products from ACW's Chinese factory being integrated with those made at its UK facilities to create complex configured, tested products for customers.

The visitors were impressed by all they saw and expressed the hope that ACW could grow its Zhuhai plant to match the size of ACW's UK sites, if not exceed them. Zhang commented, "The level of equipment and expertise could only have been achieved through excellent management."

"Some might query the benefits of such a visit," commented Woods, "but in China, local government is powerful in a way we do

not experience in the UK. So, we need to foster close Sino/British relationships and improve the understanding between our company and the government in Zhuhai. This will, in turn, help us to be even more successful there."



www.acw.co.uk

++Diary date++

IeMRC Conference, 02 September 2009

Free to attend, find out more at www.IeMRC.org or email iemrc@lboro.ac.uk

Plexus enters manufacturing agreement with The Coca-Cola Company

Plexus is partnering with The Coca-Cola Company to manufacture Coca-Cola Freestyle™, a new proprietary fountain dispenser that utilises innovative technology to dispense more than 100 different branded sparkling and still beverages from a single freestanding unit. The Coca-Cola Company will leverage Plexus' global supply chain, manufacturing solutions and expertise in engineering services to bring this revolutionary product to market. Plexus first referenced this program as a new confidential mechatronics win in its 2008 fiscal year-end earnings press release.

Todd Kelsey, sr. vice president-global customer services, commented, "We are excited to add The Coca-Cola Company

as a customer in our industrial/commercial market sector. We believe this relationship further validates the opportunities that are attainable within the mechatronics space through our sector-based go-to-market strategy. We are focused on the successful launch of this program and look forward to leveraging our Product Realization Services to assist The Coca-Cola Company in the future evolution of this product technology."

Dean Foate, president and CEO, added, "This is a significant opportunity for Plexus and aligns with our vision to be the best EMS company in the world serving the mid- to low-volume, higher mix segment of the EMS market where

opportunities for complex mechatronics design, assembly and fulfillment reside. We are delighted that The Coca-Cola Company has chosen Plexus to be one of its trusted partners to bring this exciting new product technology to the market."

"Coca-Cola Freestyle™" is a trademark of The Coca-Cola Company.

www.plexus.com



UK Electronics Alliance responds to counterfeit component threat

The UK Electronics Alliance has launched a new website designed to raise awareness and promote best practice to help combat the growing problem of counterfeit components. The site will incorporate an on-line database to enable members of the electronics supply network to share information on suspected counterfeit components.

The new website, accessible at www.anticounterfeitingforum.org.uk, will enable details of suspected counterfeit components, including photographs, to be uploaded to build a searchable database and will enable members of the supply network to add further information and comment on entries via an online forum.

All levels of experience and knowledge are catered for by providing background information to the origins of the counterfeiting problem and the work being undertaken worldwide by various government and industry organisations to address it, as well as providing summaries of the types of components being counterfeited and the most common counterfeiting techniques.

The website also contains the electronics industry's most comprehensive on-line directory for further information on the issue, including hotlinks to press articles, technical papers, presentations and reports, publications, events, information on best practice, indexes of reliable sources of components, organisations addressing counterfeiting and

counterfeiting and UK law.

Henry Parker, programme manager at UKEA member

association Intellect, said, "Counterfeiting has hit UK electronics manufacturing hard. We urgently need to give our manufacturers more protection against the threat and this new website will go some way to achieving that by raising awareness of the problem and the resources that exist to minimise it."

www.anticounterfeitingforum.org.uk



Remploy Barking celebrates business improvement training

East Ham MP Stephen Timms visited the Remploy Electronics factory in Long Reach Road, Barking on 24 July to tour the electronics and e-cycle facility and presented long service awards to three employees and 16 NVQs in Business Improvement Techniques.

Stephen, financial secretary to The Treasury, was taken around the factory

by manager Gerald Young and saw staff producing PCBs and electro-mechanical assemblies.

The Barking factory is part of Remploy's growing electronics and e-cycle enterprise business that builds PCBs on a sub-contract basis and re-cycles computers after wiping the hard drives clean of any sensitive data.

Gerald Young said, "We are delighted that Stephen could visit the factory and present the long service awards and NVQs. It is important to us that we have the support of our local community and that they understand the work we are capable of undertaking."

www.remployelectronics.co.uk

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Intellect's monthly newsletter **Short Circuit** is distributed throughout the UK PCB and EMS industries. Sponsoring an issue means that your company logo, contact details and news article will be seen industry-wide - an effective and inexpensive promotional tool.

If you are interested in sponsoring a future edition of **Short Circuit** or have any relevant industry news that you would like to be considered for inclusion in forthcoming editions, please contact Claire Yarrow on T 020 7331 2050 or E claire.yarrow@intellectuk.org

Editorial should be submitted no later than the 07 of each edition month.

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HR Today: Employment law changes and free HR services

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Switched On: Monthly overview of the big stories breaking in digital communications

TechKnow: The latest technology news brought to you by Intellect

Whitehall Watch: Fortnightly public affairs digest

Adapting a flexible selling style

Date: 22 September 2009
Time: 09:30-17:00
Venue: Intellect Conference Suite, Russell Square House, 10-12 Russell Square, London, WC1B 5EE



Learn how to enhance your sales skills through a greater awareness of sales behaviours that get results...

During a sales opportunity have you ever wondered why you seem to relate better to some prospects and not others? Have you ever asked yourself 'Why don't they get it?' when an idea, conclusion or plan of action seems obvious to you? Have you ever walked

away from a sales opportunity clueless as to what went wrong?

The Myers Briggs Type Indicator (MBTI) is the most widely used instrument for understanding individual differences - differences that can be the source of much misunderstanding and loss of business opportunities for companies

Cost: Intellect members £295+VAT
Non members £495+VAT
Contact: Samantha Baglioni
T 020 7331 2006
E sam.baglioni@intellectuk.org
W www.intellectuk.org/training

Intellect member information afternoon

Date: 23 September 2009
Time: 14:00-17:00
Venue: Intellect Conference Suite, Russell Square House, 10-12 Russell Square, London, WC1B 5EE



Learn how you can get your money's worth from your Intellect membership...

Intellect is the technology trade association which serves to represent all its members and ensure their voice is being heard. Our free information mornings have been set up due to popular demand to remind you how, as a member, you can benefit from your membership.

There will also be the chance to hear how one of our member companies expanded their knowledge and grew their business by being a member of Intellect.

These sessions are designed to inform you of our business offerings and how we can support you.

Cost: Free of charge, Intellect members only
Contact: Francesca Sbuttoni
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W www.intellectuk.org/events

Anti Counterfeiting Forum

Date: 15 October 2009
Venue: Heathrow Windsor Marriott Hotel



Industry experts estimate that counterfeit electronic components entering the UK may be costing the sector as much as £1 billion annually. Many of the counterfeit components currently being detected are destined for safety critical systems but, regardless of their destination, the consequences of counterfeit components being built into electronic equipment are severe.

As part of its strategy to help UK companies address this growing threat, the UK Electronics Alliance, in conjunction with the Component Obsolescence Group, Electronic

Components Supply Network and Intellect, will be holding a seminar on this subject.

The threat of counterfeit components is growing rapidly, both in volume and in complexity, as are the increasingly bewildering number of initiatives to counteract it. This seminar aims to help delegates better understand the problem and how they can get effective and appropriate support and guidance to protect their businesses from this threat. There will also be an opportunity for delegates to raise questions, get further guidance and to provide feedback on what further action needs to be taken.

E anticounterfeitingforum@googlemail.com
W www.ukelectronicsalliance.org.uk