Steve Fraser has joined Firstronic as Vice President of Operations. Previously, he was Vice President of Manufacturing for IEC HOLDEN Inc., responsible for operations in Canada, New York, Mexico and South Africa. He earlier spent 12 years as Vice President of Operations at EMS provider EPIC Technologies. In that capacity, he was responsible for the company’s North American facilities, which included plants in Ohio, Tennessee and Mexico with nearly 3,000 total employees. He also worked directly for John Sammut, during John’s tenure with EPIC.

Prior to joining EPIC in 2001, Fraser was Director of Operations for Flextronics Interna-

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MaxTronic Joint Venture Successfully Launching New Projects

In late 2012, Firstronic and Maxway agreed to establish a 50/50 joint venture (JV) known as Maxtronic to support the needs of Firstronic’s customers wishing to have a manufacturing location in China. The JV was set up in Shenzhen, PRC last year. Over the past year, Maxtronic has supported the project transfer and launch of three of Firstronic’s automotive programs and has grown to nine SMT lines.

“Firstronic is growing both domestically and through our Maxtronic JV. Both our JV partner, Maxway, and Firstronic have ISO/TS 13485 certification and expertise in serving the automotive market. Together we’ve developed a global solution via our Maxtronic JV and we are now focusing on developing innovative solutions that support our customers’ needs for competitive cost and superior quality,” said John Sammut, Firstronic President and CEO.

To better support their collaboration, Maxway and Firstronic have held a series of bilateral technical visits focused on making project transfer seamless to customers. One example of the results of this effort has been a standardized functional test platform strategy. The team at Maxtronic has developed a line of functional testers that will be deployed in both Shenzhen and Grand Rapids for programs launching in Grand Rapids that will ramp to volume production in Shenzhen.

DASI Solutions

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tion requirements of its automotive customer base, and will introduce DASI’s team to its customers’ product development teams, as appropriate. Firstronic’s engineering team will have full access to DASI Solutions’ Technical Support Labs and 3D printers, which range from complex industrial printers to smaller desktop models, and include both fused deposition modeling and polyjet capabilities.

“It is an exciting time to be involved in additive manufacturing technology because the range of materials and applications is rapidly expand-

ing. As an emerging “destination for innovation”, we work to match our customers with the right equipment and materials to support their needs. As an example, we recently helped one customer cut eight weeks of lead-time off of an engineering change implementation by printing the tooling they needed. We see the alliance with Firstronic’s engineering team as not only an opportunity to educate them on our technology, but also an opportunity for our experts to learn more about their processes and ways additive technology can be used to improve them. It is a pleasure to be able to work with an EMS provider that is as focused on cutting edge technology and innovation in Lean manufacturing processes as we’ve seen at Firstronic,” said David Darbyshire, Co-owner, DASI Solutions.

“This is one more way that Firstronic is trying to think out of the box and provide a superior solution without increasing overhead cost. The high end of DASI’s equipment line is typically only found at universities and Fortune 100 company R&D centers, so this gives us a significant advantage in offering customers an unmatched range of solutions. We are also pleased to be partnering with a company that has been named one of ‘Michigan’s 50 Companies to Watch,” added Sammut.
Moody is New Program Manager

Eric Moody

Eric Moody has joined Firstronic as a Program Manager. Previously, he was a Key Account Manager for C.H. Robinson Worldwide.

He has worked in planning, program management, purchasing and transportation. He has also led two Lean manufacturing implementations. Eric gained his experience in electronics at AST Research, Intel Corp. and Benchmark Electronics supporting customers in the PC, super-computing, defibrillator and video editing markets.

He received his Bachelor of Arts degree from Claremont McKenna College. He also holds a CPIM (Certification in Production and Inventory Management) from APICS and a CPM (Certification in Purchasing Management) through ISM.

"Eric brings both strong program management expertise and a focus on continuous improvement to our team," said John Sammut, President and CEO.

Firstronic Press Coverage Expands

Firstronic has been in the news a lot recently. In May, Tony Bellitto, Firstronic’s Director of Quality, authored an article in Circuits Assembly discussing Firstronic’s innovative training and certification program. That article can be accessed here.

In June, Lawrence Tech Magazine, a publication of Lawrence Technological University (LTU), profiled Firstronic. John Sammut, Firstronic’s President and CEO; Peter Barclae, Firstronic’s Chairman; and David Darbyshire, co-owner of DASI Solutions are all LTU alumni. That article can be accessed here.

Fraser

Fraser is very pleased that Steve has joined Firstronic. During my tenure at EPIC Technologies, Steve was responsible for setting up our Mexico facility and integrating several acquisitions. In addition to nearly three decades of experience in the electronics industry, he has a track record of working well with multinational teams and understands the manufacturing environment from both the perspective of a contract manufacturer and an OEM. In short, he is the perfect candidate to help us deploy our very aggressive growth strategy, which includes opening a facility in Mexico later this year,” said John Sammut, Firstronic President and CEO.

Fraser holds degrees in Electrical Engineering from Indiana State, Electronics Engineering Technology from Binghamton University and Electro-Mechanical Engineering from Rochester Institute of Technology.
Firstronic Takes a Holistic Approach to Customer Satisfaction

The team at Firstronic takes a much broader approach to measuring customer satisfaction than most electronics manufacturing services (EMS) providers.

“Typically most customer satisfaction surveys focus on one or two members of each customer’s team. We feel it is important to solicit periodic feedback from all of the team members we work with at each customer and have designed a survey process that rotates among each customer’s team members over the course of a year. We don’t simply want to be the best manufacturing partner. We want to be the best supplier in terms of business processes, quality, responsiveness and dependability. We feel the right way to measure that is to contact more members of each team,” said John Sammut, Firstronic’s President and CEO.

The survey format has been designed to be filled out online in less than three minutes. Even with a small time commitment, responses aren’t always forthcoming.

“People who aren’t used to getting supplier surveys can be reluctant to fill them out, thinking that a different person on their team is responsible for that. From our perspective, we want to understand if any part of our process needs improvement. The sourcing or engineering manager may be happy with us, but if someone in their accounting department wishes we interacted with their systems differently, this gives that person the ability to easily provide that feedback,” added Sammut.

So, the next time a Firstronic customer satisfaction survey reminder shows up in your inbox, please take the time to tell us how we can best serve your needs. As the template to the right shows, providing feedback is quick and easy.