

ESCATEC appoints specialist salesman to support its growing contract R&D service

ESCATEC at UK Device Developer's Conference May 14 in Bristol and May 16 in Cambridge

Heerbrugg, Switzerland – 10 May, 2013 – ESCATEC, the EMS innovator, has appointed Martin Svensson as the first specialist salesman for its contract R&D service, based at Heerbrugg, Switzerland. He joins the company from Samsung Semiconductor where he was worldwide account manager for Sony Mobile and prior to that worked for Texas Instruments as Area Sales Manager for Norway and Southern Sweden.

Daniel Pfeifer, Head of the Global R&D Team at ESCATEC's facility in Switzerland, explained, "Martin has joined the company specifically to handle our growing contract R&D work. Research by McKinsey & Co has shown how important it is to get the design correct at the start of a project and this includes design for manufacture. Even a 50% overspend on design costs won't reduce the overall project profitability by more than 5% if that overspend enables the project to be on schedule and the production costs on budget. This highlights the importance of perhaps spending a bit more on *designing right first time* to maximise the profitability of a project. It is a wise investment as the costs of redesign escalate further along into the project. Correcting a poor initial design at the production stage can cut the overall profitability by between 25% and 50% as it costs a thousand times more to correct than at the design stage."



Martin Svensson, ESCATEC's new R&D salesman

ESCATEC provides a contract Product Design & Development service, backed up by its rapid prototyping service and contract manufacturing services in Heerbrugg, Switzerland. For higher volume production, ESCATEC has factories in Malaysia which can produce products by the million, taking advantage of the lower labour costs there.

"Switzerland provides me with a central location in the heart of Europe so that customers are just a short flight away," added Martin Svensson. "This enables me to provide a very personal, hand-on service, which is an essential part of the ESCATEC philosophy of quality and precision, and will ensure that designs are right first time."

Daniel Pfeifer concluded, "We can make the difference for European companies by being on their doorstep to have regular meetings to ensure that a project runs smoothly and to time. Because we are one of the few companies to offer both contract R&D and contract manufacturing, we have a holistic understanding of every aspect right through to design for manufacture and component sourcing. Time to market is vital with ever decreasing product cycle times. Being early to market can increase profits by up to a third due to better market share and additional months of mature product sales. But, being late to market, by even as little as six months, can cut the overall profitability of a project by up to 33%. Our experience built up over the years of solving business challenges for customers from all over the world means that we know how to keep projects on track to maximise the return for customers by being on budget and preferably ahead of schedule to help maximise customers' profits."

ESCATEC will be at the Device Developers' Conference in Bristol on the 14th of May and Cambridge on the 16th of May showing its ranges of services to help companies with contract R&D and device manufacturing. Conference details are at <http://www.device-developer-conference.co.uk/>

For further information about ESCATEC, one of Europe's leading providers of contract design and manufacturing services: www.escatec.com enquiries@escatec.com

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