



SIPLACE C-Series line best met Arc-Tronics requirements for flexibility, small footprint, feeder capacity and high-mix manufacturing

# Arc-Tronics – quality built into everything they do

To understand what customers need and deliver it

**A**rc-Tronics, Inc. is a privately owned company in Elk Grove, Illinois specializing in low to medium volume, high-mix, high-tech contract manufacturing with comprehensive engineering support and service. Arc-

Tronics was founded by Conrad Goeringer in 1972 as a small start-up company. Since that time the company has grown to over 150 employees with 70 of those employees having an excess of 10 years of service.

When visiting Arc-Tronics you are immediately drawn to the clean environment and the friendly and cooperative way in which they work together as a team. With all four of Conrad Goeringer's children working in the company, their love for the business and strong desire for next generation success is invigorating to the entire organization. Their underlying goal is to continue their solid history of providing value to their customers and grow their business for generations to come.

As a result of the significant growth over the years, in 1990 Arc-Tronics added to its existing 30,000 square foot facility by adding a second facility directly across the street with an additional 20,000 square

feet. The company is very proud of the fact that as business in the Americas continues to migrate to China and other lower cost manufacturing regions, Arc-Tronics has not lost a single company to off-shore production.

Arc-Tronics develops and manufacturer's custom printed circuit boards, electro-mechanical and cable/harness assembly products. They offer turnkey capabilities from design concept and procurement through state of the art product assembly and delivery of product.

Marcia Weinstein, Director of Marketing commented that "flexibility and valued relationships with our customers are two key factors to our success. We provide our customers with process excellence and competitive pricing. The majority of our customers sign long-term agreements with us because we deliver quality products, meet the procurement requirements of larger companies, and contin-

ually look for cost reductions in the process. Additionally, our high-mix manufacturing environment enables us to service a variety of industry segments including medical, automotive, telecom and industrial."

Ms. Weinstein further stated, "Arc-Tronics provides the best value for the money. Throughout its history, Arc-Tronics has provided its customers with long-term rewarding partnerships. Our customers value the reputation we have earned for integrity, dependability and individualized care. Process excellence and competitive prices make Arc-Tronics a first choice solution for printed circuit board assembly."

Arc-Tronics believes that manufacturing excellence starts with their employees. They emphasize formal training to build superior technical knowledge and teamwork. Employees are trained in the latest IPC standards and solder specialists are 3rd party certified. Supervisors have over

100 years of experience and Arc-Tronics continues to promote long-term relationships with their employees. The engineering group has in-depth electronic and process engineering experience in a broad range of applications including advanced electronic system design and CAD printed circuit board layout. The vertical integration of their diverse capabilities allows them to provide a fast turnaround of pre-production units and engineering prototypes. They also strive to implement the latest technological advancements to improve PCB assembly and create a safer environment.



**Matthew Goering**  
Vice President  
of Manufacturing  
Arc-Tronics  
USA

**"The SIPLACE Team has exceeded our expectations for quality customer service."**

Arc-Tronics specializes in satisfying quick turn prototypes through volume production orders. Their dual plant facility has a high degree of vertical integration. This allows Arc-Tronics to be cost effective, flexible, and offer a superior quality product. All orders are handled with the same level of excellence regardless of their size or complexity. Integrated into their manufacturing is a total quality environment that includes the SPC of critical processes and QA procedures that control the process.

**At Arc Tronics plant the SIPLACE solution has enabled the production to run much faster with increased efficiency**



Arc-Tronics routinely performs functional ATE, in-circuit, flying probe and burn-in tests. They offer their customers warranty repair service and detailed performance reports. Gerber file upload and CAD/CAM drawing capabilities assure that the design is faithfully reproduced. Production Engineering performs a complete file review and creates CAD support documents. The Engineering and Production groups work as a team to assure excellent results.

In 2003 while evaluating their challenges for the future, Matthew Goering, Vice President of Manufacturing, together with Michael Hojati, Process Engineering Manager, concluded that upgrading their existing SMT line was essential to their continued growth and success. They spent four months evaluating equipment and then attended ATE/Expo 2003 to preview and compare equipment from the markets industry leaders to determine the best fit for their needs. In the end, they concluded that the Siemens SIPLACE C-Series line best met their requirements for flexibility, small footprint, feeder capacity and high-mix manufacturing. Goering stated, "The SIPLACE C-Series Z axis control of the pick up placement as well as the SIPLACE C-Pro software were key selling points as well. With the SIPLACE Virtual Product Build software feature we are able to perform off-line set-ups and manage our high-mix manufacturing challenges with ease and efficiency. This software has enabled our production to run much faster with increased efficiency. The ability to per-

form off-line set-ups and debug programs and correct errors before a component is placed has allowed us to achieve maximum machine utilization and meet our quality standards."

"Additionally, the strong local field service presence in our region was another strong



**Arc-tronics is a privately owned business started by the father Conrad Goering. Now the entire family is working in the company and all four of Conrad Goering's children are active in the business, and their positive spirit and strong commitment to the company's success carry over to the entire staff. Their goal is to continue the tradition of success, provide excellent product quality and prepare the company for the future**

selling factor. The SIPLACE Team has exceeded our expectations for quality customer service. When our new machines were delivered we were very pleased with the fact that our machines were delivered on a Friday afternoon and our line was up and running smoothly by early Wednesday morning. We had a local SIPLACE engineering team on-site throughout the process providing our employees with machine and software training and we hardly missed a beat. We couldn't have been more pleased with the ease of this transition."

"As a company who has grown on the value of our products and services over the years, we recognize the value of the SIPLACE products and services for our company and for our customers."

In this ever changing world market of electronics assembly, our customers as well as our own organization, are faced with new challenges every day. Mastering these challenges requires a strong commitment to provide value and quality built into everything we do. To simply provide a product is not enough. Arc-Tronics continues to be successful because they understand what their customers need and they deliver it. ■