



Head of production at Elite, Neville Hale

# FOLLOW THE LEADERS

Elite Electronic Systems believes quality service is the key to attracting customers to its manufacturing base in Enniskillen, the town which recently hosted the G8 Summit

In June, the town of Enniskillen achieved global fame as it played host to the eight most powerful political leaders in the world, who assembled for the G8 Summit. According to Elite Electronic Systems, the company has a key philosophy that sees its customers following in the footsteps of the world's leaders in coming to Enniskillen.

As the headquarters of electronics manufacturer, Elite Electronic Systems, the town has been home to UK electronics production for 26 years. Since it opened in 1986, the company has continued to manufacture at this UK plant, remaining competitive and steadfastly generating quality electronics. From its Enniskillen site, Elite provides a range of electronics services for its diverse customer base.

Head of production at Elite Electronic Systems, Neville Hale, outlines

the two key factors why customers have followed the same path as the world leaders Messrs Obama and Cameron, and what any customer coming to Enniskillen and Elite Electronic Systems can expect.

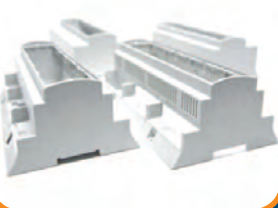
## Service first

Elite's first key philosophy is based upon providing a quality service to customers in support of their manufacturing needs. This might seem strange for a manufacturer but, as Neville explains, it's not just about production.

Neville said: "We create a seamless transition from design through new product introduction (NPI) and prototyping and then on into

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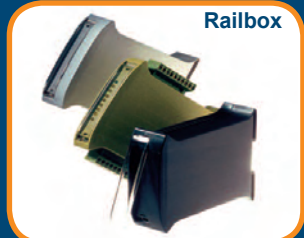
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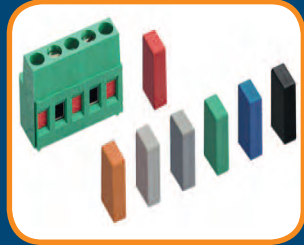
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commercial manufacture and beyond. It is the service and support we provide to each client, each supported by a dedicated team, that ensures our customers will make the return journey to Enniskillen many times more than world leaders.”

Elite offers customers a range of manufacturing options including cable assembly, PCB assembly and complete system build, but Elite believes it's the level of service it provides that defines the company.

Through a single point of contact, Elite customers can utilise design for manufacture and test services, global and local procurement and consignment stocking, with full component traceability and inward and outward logistics. It also offers supply chain management and boasts on time delivery and reliability supported by quarterly, half year and annual production reviews. One hundred per cent inspection of cables and PCBs is standard.

Interestingly, Elite always considers carefully what it is doing well for existing customers and how much of this can then be provided as a package to new customers.



**Consignment stocking**

## Quality is key

The second key factor in Elite's success in manufacturing in the UK has been a drive for high quality.

Neville explained: "Producing the best electronics to the highest standard is one of our core philosophies. To achieve this we subscribe to the highest quality standards."

With accreditations like ISO 9001 and ISO 13485 for its medical device division, Elite takes quality seriously. Approval from multi national manufacturer, Caterpillar, for its supplier quality excellence process (SQEP) adds further weight to the company's effort to deliver high quality goods.

An annual investment programme in continuous staff development, including training to IPC 610 and 620 standards, is further evidence of Elite's commitment to providing its customers with the best.

In short, as others have gone overseas for production services, Elite has continued to manufacture successfully in the UK. Its ability to offer individual customers a combination of services beyond simple manufacture, backed by guaranteed quality, is evidently a recipe for success.

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