

# GO WEST

Elite Electronics has created a 'one stop shop' for OEMs who want to expand into the USA, explains business development director, Jonathan Balfour



Business development director at Elite Electronic Systems, Jonathan Balfour

For many ambitious OEMs, trading in the UK and Europe is simply not enough. For those considering new markets, it may be worth considering Elite Electronics, which operates a manufacturing facility in the USA and can

Electronics delivers a variety of electronic manufacturing services (EMS) to customers requiring PCB, cable and complete system assemblies.

In 2006 Elite opened a 50,000ft<sup>2</sup> facility in South Carolina in the US to develop capacity for US clients and to create a pathway for its UK and Irish customers who wanted to expand into the US. It offers UK and Irish customers the opportunity to assemble PCBs in the UK, ship to America and complete final box build in the US, a formula which is said to be working well for many customers.

help those who see the USA as a potential market to target and compete in this region.

Operating from its headquarters in Northern Ireland, Elite

#### Cut out complexity

A secure and established base in the USA has been vital in

helping customers look west for new markets. Jonathan explained: "The process of expanding into the US is complex. Our knowledge and experience removes much of this complexity and allows our customers to focus on product marketing, safe in the knowledge that key areas of board assembly and box build are in good hands."

For those customers who want to work in the United States Elite's comprehensive service claims to offer a number of key benefits. Not least, it provides major time and money savings when sourcing components and quantifying suppliers. Elite has a list of approved suppliers in the USA delivering short lead times without customers having to waste man hours in such pursuits.



Cable assembly line in Elite's North American facility

badge. US approval and quality accreditation is also key and Elite holds UL approved and ISO 9001: 2008 accreditation.

Acting as a storage hub, Elite offers options on warehousing and assistance with distribution and logistics. Finally, Elite boasts extensive market knowledge, having accrued considerable experience, all of which is readily available to customers.

In each case, customers have only to work with one company, which is UK based and which provides a complete solution to trading in the United States.

Jonathan explained how the process works for one customer. He said: "Our customer's PCBs are assembled at our Fermanagh Factory. Upon completion, all the assembled boards are shipped to the South Carolina facility. These components are then assembled into the final product to meet US standards and approval. After testing, the products are released market ready for the customer. We provide a one stop shop for trade in the USA."

#### Understanding approvals

Elite understands the duty, tax and legal implications when trading in the USA and with PCB assembly in the UK and final box build in the USA, customers can use the vital 'assembled in the USA'

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