

FOCUSED ON YOUR NEEDS

▶ **Prism Electronics, since its establishment 25 years ago, is a company that always tries to put the interests of its customers first – and it pays off. Many of Prism's customers have stayed since the very beginning, with their contract electronics manufacturing services provided by the company to the highest standard possible.**

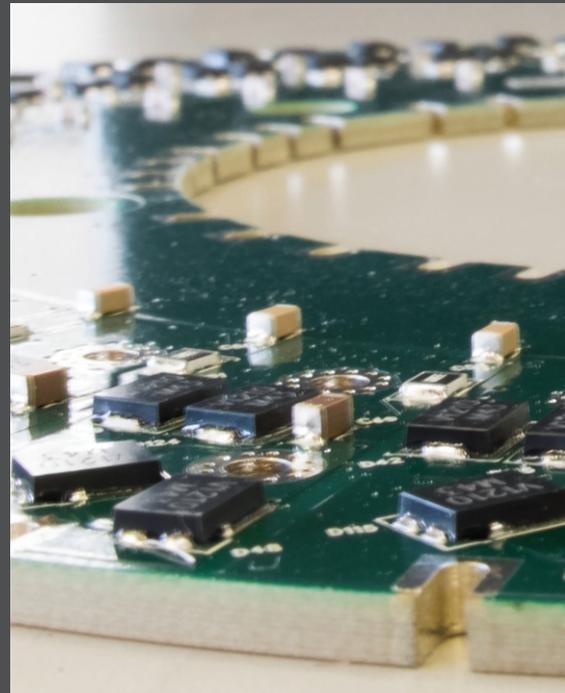
“Everything we do is customer led – customer is definitely king,” said David Dickin, Prism's Business Development Director. “We see no reason why customers we have now wouldn't keep buying from us for as long as they need to. Our focus when engaging with new customers is to make sure there's a good fit there as well as us being able to demonstrate where we can add value to their business – we're looking for sustainable business relationships rather than just the next job.”

Last year the company experienced a 25%

sales growth after a tough period of recession, with around £200,000 being invested back into the company for new equipment, improving productivity and extending capacity by roughly 70%.

Prism offer a range of services in the contract electronics manufacturing (CEM) sector from start to finish – including design support, materials management, production and testing of products, and even distribution and logistics services in the post-production stage. This comprehensive service is what keeps customers coming back time and time again, no matter how challenging the request.

“Some of the things we do are quite complex – but we're never afraid of taking on a required process for a customer. Often things haven't been done before, so we carefully assess, derisk it, and make sure we do it right. We're often working closely with our customers because they're sometimes asking for things which are a



WITH A FOCUS ON THE FLEXIBLE MANUFACTURING OF MODEST VOLUMES OF COMPLEX PRODUCTS, PRISM HARNESSSES PRODUCTION AND ENGINEERING RESOURCES TO ADD VALUE TO YOUR DESIGNS AND HELP YOU TO CREATE SUCCESSFUL PRODUCTS.

little bit unusual,” David Dickin told us. “We’re a small company but we’re able to offer flexibility and personal service, while having the kind of structural backbone expected of bigger companies.”

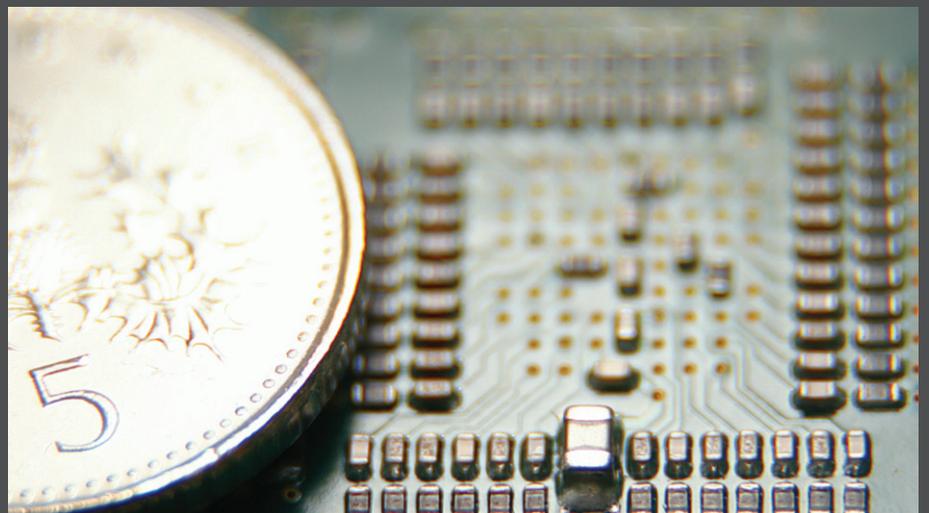
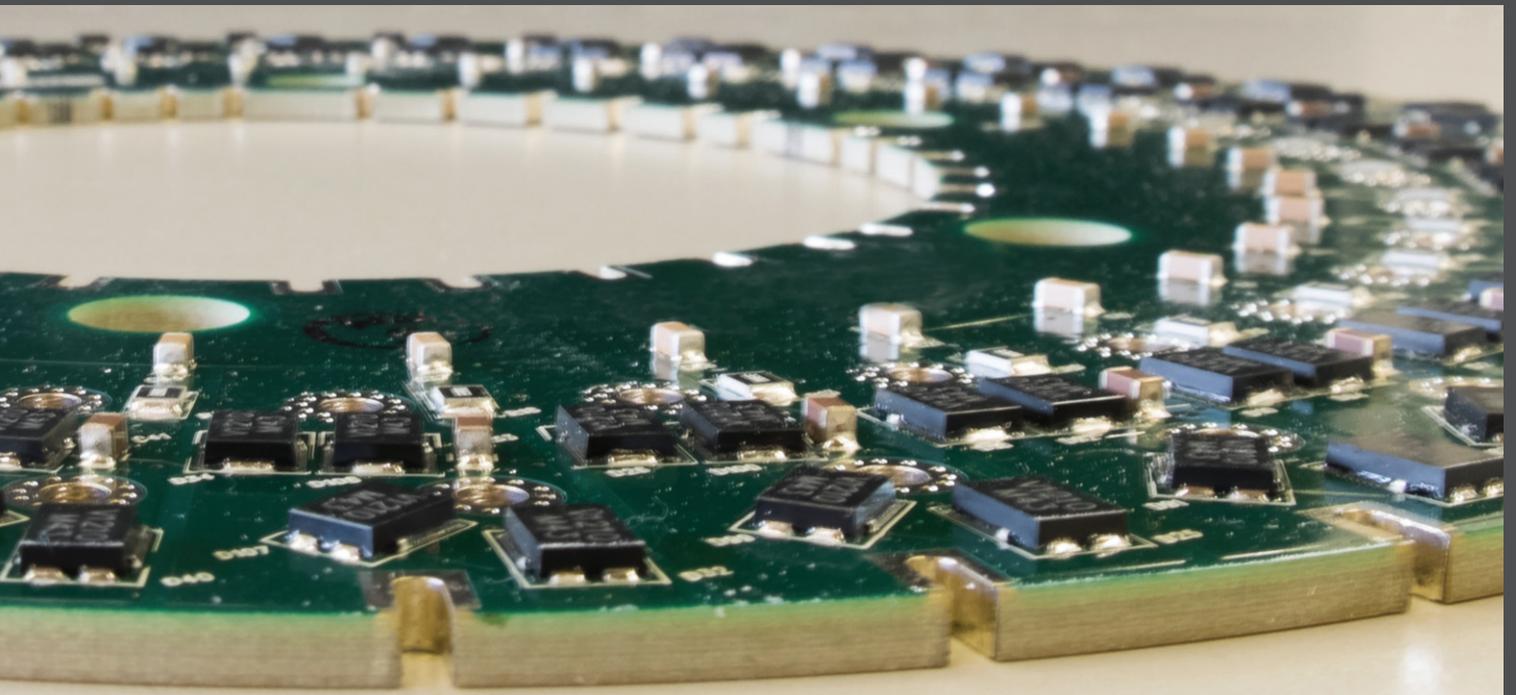
Prism’s vision and goal is to be a business which is valued and trusted as a first class manufacturer, sustains profitable growth, encourages open and honest long-term relationships, and offers rewarding employment where people can take pride in their achievements.

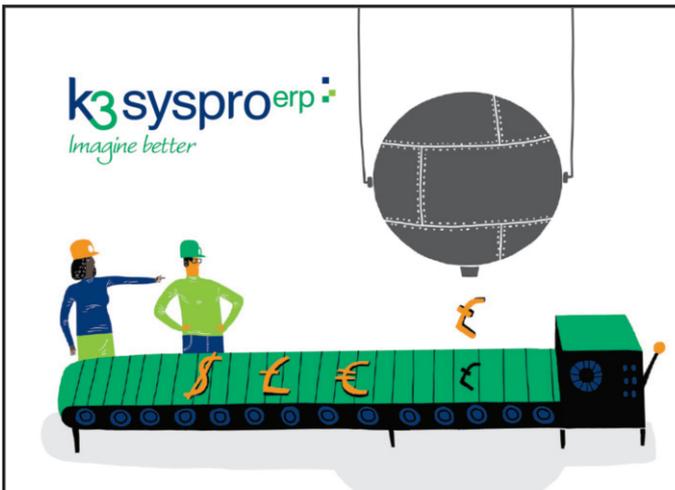
“Everything we do is driven by our vision statement – it’s not just there because it needs to be, but because we believe it,” said David. “Our key assets are the people and the processes, and we invest heavily in both. All

our operators are trained and certified to IPC 610 by our IPC certified in-house trainer. They are supported by comprehensive IT and process facilities and of course it goes without saying that the health and safety of all employees is paramount.”

Prism has achieved ISO9001 Quality Management certification, ISO14001 Environmental Management certification and is an accredited Investor in People, helping them to gain more customers and ensure standards are maintained throughout the company.

As a member of TechUK, Prism experiences a variety of benefits. David explained; “TechUK is the leading trade body for our sector. The thing that is important for us is to get the sta-





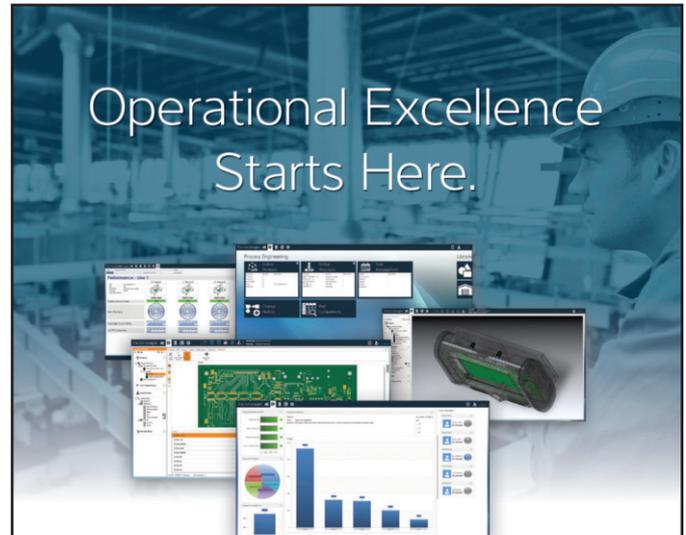
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tistics from them, as well as networking with both competitors and customers which is always useful. It's fairly important because electronics these days are at the heart of everything and with the UK being a hotbed for innovation, fledgling companies and start-ups wouldn't be able to get as far without local support from manufacturing bodies. I'd say TechUK is probably the most focused representation of our industry that I've been aware of for many years – we make use of the member services that we're entitled to as we need them, we attend meetings and networking events... it's good for us."

Last year, Prism won Highly Commended: Judges' Special Award at the Cranfield School of Management Best Factory Awards for their work in the CEM field. On top of this, the company had been awarded Most Improved Factory at the BFA Awards in 2005, and it continues to re-enter every year - not with any expectation of winning a specific award, but for the benchmarking feedback given by the awarding body. The benchmarking runs across a wide range of industries and sectors with big name sponsors and competitors such as Toyota, Coca Cola, and Sony.

"Whether or not we receive additional



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interest from prospective customers as a result of our awards - which we have - we will keep entering for the valuable benchmarking we receive," said David on the subject.

"Where we like to differentiate ourselves is in providing the best service. Our customers value what we do and continue to tell us that via the twice-yearly independent customer surveys we do – we send them out every six months to everybody we deal with in every organisation that we sell to. We just had responses back from the last survey – the average scores say that we exceeded their expectations in all areas."

For example, a Large independently owned company described Prism as providing "great service, great quality", and another said "Prism continue to deliver an unparalleled level of service in all aspects of supply."

It is this continued high level of excellence, combined with their personal approach to customers, that have kept many of Prism's clients with them for so long – and it is their constant innovations that keep their business competing with the top CEMs. It seems the company will continue to grow for years to come in the face of fierce competition.



www.prism-electronics.com