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**Successful Contract Manufacturing Relationships Rest on
Constant Pursuit of Mutual Interests**

August 18, 2016 – Whitewater, WIS – The commercial success of both contract manufacturers (CMs) and their customers relies on a few key business elements, all predicated on intentional and highly responsive partnerships and a shared commitment. “Even a momentary loss of focus or drift in resolve on the part of either partner can threaten the relationship,” said Ray Cottrell, VP of sales and marketing for Universal Electronics (UEI).

“Today’s trend with the acquisitions of small and midsize CMs by Tier 1 suppliers can result in service and production problems for the small to midsize customers served by these acquired firms as they shift their resources towards Tier 1 category work,” Cottrell notes.

One such technology company, a mountain state manufacturer of specialized electronic systems, saw the level of CM service decline with the Tier 1 acquisition of their manufacturing provider, which ultimately forced them to search for more effective and responsive production services.

“Our market is extremely cost sensitive,” said the firm’s VP of operations, “and strict cost control is a business imperative for us. Manufacturing, service and supply chain management must be effective, with the lowest possible cost of quality. If we are to take advantage of emerging opportunities, we need a supply chain that is smart, nimble and flexible. Our former CM was no longer focused to deliver that level of service to us.”

As a result, he notes, his company began developing a relationship with UEI that includes strict control over critical intellectual property as well as maintaining the highest level of quality and workmanship within tight cost constraints. According to this new customer, “UEI was able to come on line and take over manufacturing quickly, and the process was simple, and nearly error-free.” This included PCBAs with in-circuit and functional testing, including RF and wireless fixture and test plan development.

UEI supplies prototypes for this customer’s new products within their NPI-Plus division. This allows the customer insight into their product, and the ability to move Design for Manufacturing and Design for Test back in the design cycle for better reliability, easier assembly and greater cost effectiveness.

This new contract manufacturing relationship restores the required manufacturing efficiency for the customer, and is productive for both partners. The customer expects to continue using UEI as their sole CM for both engineering development and production services into the future.





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About UEI

[UEI](#) offers fast-turn PCBAs within [NPI-Plus](#), and mid-volume manufacturing services customized to clients across the US. UEI serves multiple industries including Medical, Industrial, Lighting, Security, and Communications. Founded in 1980, UEI has two certified facilities in the upper Midwest. The Whitewater, WI facility is ISO9001:2008, ISO13485:2003, FDA, and ITAR registered. The East Troy, WI, facility is ISO9001:2008 and ITAR approved. UEI offers flexible engagement models and fast, cost-effective time to market strategies. Additional information about UEI and NPI-Plus and its services may be found at www.ueinc.com and www.npi-plus.com.

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