

EASTPRINT incorporated

en México



Michael Bianchi
Vice President of International Operations Eastprint, Inc.

Tell about your company

Where and how did your company begin?

Inception of Eastprint, Inc international headquarters (North Andover, Massachusetts, USA) current ownership was 1978. Eastprint Mexico S. de R.L. de C.V. in Ciudad Juarez was incorporated at the beginning of 2006 and began production in July, 2006.

What is the product you sell/manufacture?

Design to delivery of the finished front panel assemblies including, but not limited to:

- Membrane switch assemblies
- PCB-based keypad assemblies
- Turnkey front panel assemblies
- Integration of rotary and slide switches in thin film packages
- RFID (Radio Frequency Identification) Technology
- Patented and proprietary technologies from Duraswitch Industries and Rafi GmbH & Company, as well as from rubber keypad molders and other manufacturers

What is your mission, vision, priorities and company policies?

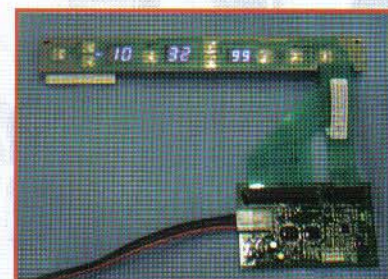
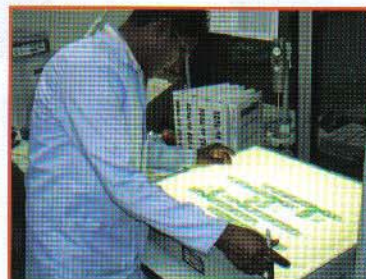
Our mission is to be a global leader in providing advanced technologies (membrane switch and front panel assemblies) to OEMs plus, supporting the production of those technologies with high quality, cost competitive, worldwide manufacturing locations.

Quality Policy: To continuously improve customer satisfaction through Quality Planning, Process Improvement and Innovative Products.

What is your target market?

- Medical
- Industrial Controls
- Instrumentation
- Household Appliance/White Goods

Worldwide / Global Presence (y/o) Worldwide / Global Recognition.



- Headquarters: North Andover, Massachusetts
- Additional Engineering and Manufacturing in Ciudad Juarez, Mexico
- Several Strategic Far East Partnerships
- Most of our final products are manufactured using a combination of resources in the US, Far East and Mexico.

What strategies has your company implemented to remain a leader in an increasingly competitive global market?

- Expansion of North American manufacturing with the opening of an engineering and manufacturing facility in Ciudad Juarez.
- Strategic partnerships with several manufacturers in the Far East.
- Domestic strategic technology partnerships: E-ink Displays, Parelec, Cypress Capacitive Switching, Duraswitch, etc...
- Lean Manufacturing/Design for Manufacturability

Experience Working in Mexico.

When did your company arrive in Mexico, specifically in Ciudad Juarez?

Evaluation of the city of Ciudad Juarez (location, labor, infrastructure, etc...) began in July of 2005
Manufacturing began in July of 2006

What motivated you to settle in the border?

- Location in reference to our corporate headquarters, raw material suppliers and customers
- Operation costs compared to US and Far East (labor, logistics, etc...)
- Skilled labor pool
- Local experience with factory set-up and management
- Ease of set up (minimal language barrier, wiliness of local suppliers to be flexible and aggressive, professionalism)

Have your expectations been met?

Mostly, the expectations have been met.

What is your experience with Mexican labor/workers?

I have whole heartedly enjoyed working with all personnel in Juarez. The experience has been much better than even imagined. They are experienced with the requirements of the US market and familiar with leading manufacturing techniques (Lean manufacturing, etc...). The work ethic and professionalism is stellar. Our employees know what they need to do, they figure creative ways to do and get work done to provide ultimate customer satisfaction!

About the community

What characteristics do your processes require?

A combination of automation and skilled labor (for the most part). Surface mount of flexible substrates, mechanical and electrical assembly (manual and automated), die cutting, electrical testing.

How many employees do you have?

Currently 60 employees

Do you plan to expand your Juarez operations?

Yes. We are currently in the planning phase of moving several products that we currently manufacturing in Massachusetts to out Ciudad Juarez facility. Plus, we are in the negotiation process to gain several new customers that would utilize this manufacturing location.

Experience with local providers

What requirements must a company meet to become your provider?

We have implemented a stringent Supplier Certification Program within the past couple of years. To obtain details, we can be contacted.

What has been your experience in working with local providers?

For the past year, we have primarily focused on service suppliers that supported the inception of our company. For the most part, the experiences have been outstanding. The privately held local service providers in Juarez have provided EPM with the necessary support and guidance required to establish and sustain our infrastructure.

Over the next 6-12 months we will be diligently seeking to add local component (standard and custom) suppliers to our mix of domestic and overseas partnership program.

What has been your experience working specifically with Escatel?

Working with Escatel was in the true essence of the word, a partnership! During the quoting stage, all information was provided on requirements, costs, plans, etc.. by both parties without fear of misuse. Once we decided on Escatel, the service they provided was top notch (on time, to specifications, to costs). As with any project, there are certain hurdles to overcome. We had 1 or 2. During these times, Escatel was extremely responsive and supportive of our needs. I would HIGHLY recommend them to anyone requiring their type of service.

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