

## **SIPLACE and Beyers:**

**“The availability of SIPLACE equipment is tremendous!”**

**Founded in 1985, Helmut Beyers GmbH in Mönchengladbach celebrated 20 years in business last year. The specialist for automotive, industrial and telecommunications electronics has been using SIPLACE placement machines since the early 1990s and wants to “keep it that way, because the machines are just as productive and reliable as our employees,” as company president Wolfgang Beyers confirms.**

When asked “What are you especially proud of in your company?” Wolfgang Beyers, president of Helmut Beyers GmbH in Mönchengladbach, responds without hesitation: “On my employees.” This is not just lip service, as anyone who has visited the company and spoken with its friendly employees can confirm. They identify with Beyers GmbH, are happy and proud of what they have achieved with “their company”.

For many years, Beyers has produced steady growth, which “we earn in small but healthy steps,” as Beyers points out. Last year’s sales rose once again, from 13 to 14 million euros, as did the number of employees, from 110 to 115.

At Helmut Beyers GmbH, qualified personnel and sophisticated SIPLACE machines make sure that orders are completed correctly and on time. Another challenge is getting new jobs — not always an easy undertaking for German electronics manufacturers these days. The company’s strategy, which Wolfgang Beyers sets together with his father and company founder Helmut, is the critical factor. While many other mid-sized electronics manufacturers focus on specialization, Beyers provides a broad spectrum of services that is divided into three main areas: contract manufacturing, finished products and module manufacturing.

They differ by their main requirements. While contract manufacturing lives and dies with just-in-time deliveries and top flexibility, the finished products segment depends mostly on process quality. For Wolfgang Beyers, this represents no conflict: "Since we can guarantee both, they benefit each other. Using methods that improve our process quality helps to improve our just-in-time deliveries and vice-versa."

The customers of both segments are primarily automotive suppliers and telecom technology companies. In Beyers they have found a reliable partner with a diverse machine inventory who can provide even unusual services such as "circuit board milling". Another advantage: Since the contract manufacturing customers are all nearby, which makes coordinating the deliveries a lot easier, Beyers does not fear the competition from Eastern Europe or the Far East in the contract manufacturing and finished product segments.

Things look a little different in the third segment, the manufacture of modules, which goes mostly to industrial customers. In this business, price plays a critical role. But Wolfgang Beyers has a solution ready: "We are in close contact with an Indian electronics manufacturer whom we can use for processing standard boards that are not terribly complex or time-critical. This cooperation will enable us to hold on to our industrial manufacturing orders and provide additional support for our location in Mönchengladbach."

Wolfgang Beyers believes in giving his highly qualified employees lots of responsibility. It is up to production manager Albert Limburg to decide whether and in what type new SMT equipment to invest, president Wolfgang Beyers points out: "Our production manager knows the needs of his department much better than I do. Deciding against his recommendation wouldn't really make sense."

As early as 1992, Beyers purchased its first Siemens placement machine, an MS-90. Ever since, the production manager has seen no reason to change suppliers: “SIPLACE machines give us tremendous availability and performance. They produce compact boards and process a broad component spectrum. As far as accuracy is concerned, we don’t take full advantage of the machines’ capabilities, but we like to have this ‘buffer’. That way, we are on the safe side with all of our customers and can keep up if more precision is required.”

Beyers currently operates four placement lines, each equipped with one SIPLACE S-15/F<sup>3</sup>, one S-20/F<sup>4</sup> and one HS-50/F<sup>5</sup>, as well as one SIPLACE HF in standalone operation that was added in September 2005. “Thanks to our positive order development, it became apparent in mid-2005 that we would reach our capacity limit by the end of the year — despite operating in three shifts,” explains Albert Limburg.

That’s why he made an appointment with SIPLACE sales consultant Bernhard Lehmann in June 2005. He told him exactly what he needed, from the component spectrum and the available space to the required placement performance and accuracy. Other critical factors were the price and the earliest delivery date. The solution became apparent very quickly, Limburg confirms: “The SIPLACE HF met all of our expectations at an affordable price since we were able to buy a used machine that was as good as new.” The high-performance-class machine is equipped with the POE Seal, which stands for ‘Original SIPLACE Pre-Owned Equipment’, and comes with a one-year warranty, as Bernhard Lehmann points out.

All the preparations were complete in early September, and the HF line with its new printer and new oven could go into operation. The SIPLACE service technicians spent only one day at the plant to provide support. All the other work was performed by Beyers’ own electronics manufacturing specialists. Bernhard Lehman was impressed: “I was truly surprised by the high skill level with which

the Beyers people handled the startup on their own.” Since the production start only three days later, the only SIPLACE support Beyers needed could be provided over the hotline.

### **Helmut Beyers GmbH:**

Mönchengladbach-based Helmut Beyers GmbH, which was founded in 1985 and currently employs 115 people, had sales of €14 million last year. Company founder Helmut Beyers was joined in 1998 by his son Wolfgang, who has run the business since 2001 together with his father. Beyers' core skills are in the field of circuit board manufacturing for electronic modules and equipment. The company's spectrum of services ranges far beyond the "normal" placing and soldering of surface mount devices and wired components. Beyers can also perform materials management services, execute in-circuit and function tests, apply protective coatings to modules and supply pressfit technology. The portfolio also includes material procurement, development and logistics services.