

## ***Selcom Electronics Integrates Universal's Fuzion for Automotive Application***

**Growing EMS replaces dedicated custom solution with flexible, high-performance platform.**

Selcom Electronics (Shanghai), a global EMS company catering to industry leaders in a variety of markets, has purchased a Universal Instruments' Fuzion2-14 Platform for its Shanghai manufacturing facility. The new platform will initially be used to build an automotive product that was being produced by a fully customized solution. Universal's Channel Partner, Gentron, which won the order with Selcom Electronics, was also a partner in providing and integrating the specialized pin-cutting feeder that will complement the Fuzion2-14.

Selcom is continuously evolving in order to best serve its diverse customer base in markets including Home and Professional Appliances, Coffee and Vending Machines, Automotive and Electric Mobility, Factory Automation and Packaging, Industrial and Building Automation, Power and Energy Management, Medical and Wellness, and Communication and Networking.

Selcom has chosen Fuzion for its ability to handle not only standard surface mount, but also odd-form applications such as the automated pin insertion required for the automotive product the platform will be tasked with building. The Fuzion2-14 Platform supports a component range from 01005 to 150mm square and boards up to 508mm x 813mm. It also accommodates a variety of component feeding inputs, such as the custom bowl feeder required for this application. This high level of flexibility easily facilitates the transition from one product to the next, regardless of the product requirements.

"Fuzion will energize production of this particular automotive product, while giving us a powerful solution to apply to our next build," said Francesco Soldovieri, Secom Electronics General Manager. "We also expect to leverage Fuzion's high accuracy and consistent throughput rates to generate improved yields – something that will enable us provide even better value to our customers."

The Fuzion2-14 delivers throughputs up to 30,750 cph, offering a substantial performance advantage over the existing custom solution at Selcom.

Universal Instruments Vice President of Customer Operations, Brad Bennett noted, "Our Channel Partner Gentron has done an excellent job finding a great fit for our solution. We expect that Fuzion will fit very nicely into the Selcom manufacturing model, giving them an increase in overall output while reducing scrap and improving yield through a higher level of automation." Bennett added, "They should see these benefits immediately, with peace of mind knowing that Fuzion can be moved onto the next product with minimal reconfiguration – an advantage that is very beneficial in a fast-moving EMS environment."

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To learn more about Universal's solutions for any electronics manufacturing challenge, contact Universal Instruments at +1-800-432-2607 or +1-607-779-7522 or visit [www.uic.com](http://www.uic.com).

#### About Selcom Electronics

Selcom is a highly-developed EMS company that designs, tests and efficiently manufactures customized electronic and mechanical products. The company continually redefines its focus on markets and customers, constantly shifting its value chain and standing out for vertical integration and the ability to create synergies globally – all while ensuring the utmost flexibility. Selcom core competencies focus on people and systems that provide service, and on how that service delivery mechanism will support client goals. Selcom's global infrastructure includes production facilities in Italy, Tunisia and Shanghai, China.

#### About Universal Instruments

Universal Instruments is a global leader in the design and manufacture of advanced automation and assembly equipment solutions for the electronics manufacturing industry. Universal Instruments delivers comprehensive solutions to a global customer base by leveraging exclusive process expertise combined with its innovative portfolio of flexible platforms for surface mount, insertion mount, advanced semiconductor packaging, and end-of-line automation. Universal Instruments is headquartered in Conklin, N.Y., USA, with offices in Europe, Asia and the Americas.

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