

2007/03/29 - Assembléon enforces its presence in Russia

Assembléon's representative office, Assem Rus will offer the company's complete portfolio of products and services, including Installed Base Solutions, to its customers in Russia.

From 1 April 2007, Assembléon's representative office, Assem Rus, will be the sole distributor for Assembléon's entire portfolio of products and services within the republics of the Russian Federation and Belarus.

Electronics production has been growing steadily in Russia during the past decade, particularly in the medium and high volume segments that serve the automotive, communication and consumer electronics markets. This development is creating demand for a wider choice of surface-mount assembly solutions, backed by extensive and flexible services that are both affordable and reliable. To meet these requirements, Assem Rus will be offering the latest Assembléon SMT placement equipment solutions, alongside its full range of value-added Installed Base Solutions (IBS) products and services.

The range of Assembléon SMT placement equipment solutions includes: the A-Series, an advanced solution for highest Value of Ownership on large batch production lines, even in high product mix environments; the M-Series, which is the optimum solution for manufacturing flexibility in medium to large batch, high product mix production; and the X-Series, such as the Opal-Xii, a cost-effective, all-in-one solution for small to medium batch, high product mix assembly. SMT production line performance can be optimized on all Assembléon Pick & Place machines using the Assembléon Manufacturing Suite (AMS).

On the service side, IBS comprises on-site and remote services developed to promote continuous performance improvement and operational cost reductions throughout a machine's working life. There are three distinct service areas: *Performance Services* to maximize machine, line and process performance, *Knowledge Services* to reduce operating costs and boost staff efficiency, and *Technical Services* to maximize uptime and minimize cost of operation.

Assembléon IBS won Frost & Sullivan's 2006 Customer Value Enhancement award for Surface Mount Technology equipment. The Award recognizes the contribution of IBS to maximizing the value of our customers' production lines.

"I am delighted to announce the representative office Assem Rus," says Gus van der Feltz, Marketing Director at Assembléon. "This underlines our commitment to the Russian market, where the need for high volume solutions and value adding services is growing rapidly."

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Assembléon is a global leader in surface-mount Pick & Place solutions for the electronics industry. A 100% subsidiary of Royal Philips Electronics, the company designs and manufactures equipment for the global market. Based in Veldhoven, The Netherlands, Assembléon offers an extensive global sales and support network.

More information

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