

Press Release

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Partner with Anders, where our network of best-in-class tech partners throughout China are on display

Consider the embedded touchscreen technology that you interact with daily, your mobile is an obvious one, but at the checkout, to make a payment, in your professional and personal life. Now think about where this technology came from. The technology that we now take for granted to simplify our actions, increase output, gather data and optimise performance.

The answer is [Anders](#).

Displays are essential elements to many products today. In addition to providing visual signals to indicate status, they are also quickly becoming the ideal method of controlling devices. A good display, with a well-designed GUI, makes interaction feel natural and allows the user to focus on the task rather than divert attention to the control method.

There is a wide variety of [displays](#) available today off-the-shelf, but a lot of that choice is duplicated by different manufacturers offering the most popular sizes and features. Products designed with off-the-shelf components can often look like competing products, with mobile phones an obvious example of this trend. To differentiate products often requires a customised display. Contrary to opinion, these displays can often be more cost-effective over the entire product life-cycle as they can be better designed to suit the required application rather than over-specifying or cutting features to suit the available electronics processing options. Integrating a custom display can also help with obsolescence issues if components with guaranteed long-term availability are specified. Choosing the correct components for the application, plus ensuring that they have long-term availability is no easy matter, especially for complex products.

Listing the benefits of [custom displays](#) is simple, but implementing them fully in a product on time and on a budget is considerably more difficult. Forming a partnership with an expert, in both display technology and real-world applications, can ensure that the product moves easily from concept to production, taking into account the needs of each individual design, including meeting regulatory requirements or operating in adverse environmental conditions. Anders has had decades of experience specifying components for display applications to help guarantee the design is correct first time, with an efficiently designed custom display solution that is as manufacturable as possible and meets customer's lifecycle targets. The company has a philosophy that every job is unique and each project requires close collaboration with the customer to provide a solution tailored particularly for them.

After the [design](#) has been completed, then the product needs to be manufactured. This usually happens in China or other Asian countries for the sake of not just of cost but the fact that these locations have some of the most efficient and up-to-date manufacturing facilities in the world. But, things are not as simple as sending a design to a manufacturing facility and receiving the finished products at the scheduled delivery time. When Chinese manufacturing goes to plan it is a simple experience, but when a problem occurs, it can be difficult to retrieve the situation in a timely fashion because of language and cultural differences in the workplace. The issues that often crop up with Chinese manufacturers include IP theft, delays in production, unplanned cost increases, an inability to meet exacting design specifications, unauthorised subcontracting or even a plain refusal to put problems



right. These types of issues happen often enough to be a concern, and it is really advantageous to work with a partner who can act as a middleman between the manufacturer and the designer.

Anders has been working with Chinese manufacturers to build display products for every type of market over many years. The company has worked hard to form a network of professional and dependable contacts throughout China, both in manufacturing and in the supply chain. Through experience, Anders has the ability to see issues ahead of time and deal with them before they grow into a problem. For example, the company recommends a short trial run before the main production phase to guarantee that the manufacturer is actually capable of building the product to the standards required. A trial run will also bring the opportunity to streamline the process and refine the design if required.

Having a local partner who controls manufacturing ensures that the process is as worry-free as possible for the customer, freeing it from managing a complex operation in a different timezone. Anders can provide a communication channel in both directions using experts who understand local languages, customs, and working practices and are fully experienced in getting the best from the Chinese manufacturers and suppliers.

In summary, a successful display product needs both a highly optimised design and local manufacturing oversight. Anders is the perfect partner to perform both tasks, taking an in-depth understanding of the needs of each individual customer during the design phase and ensuring that design intent is carried out throughout the production process to bring the customer's concept to life.

About Anders

Anders Electronics plc. is a display and embedded display design specialist, dedicated to making electronic touchscreen technology safer, simpler and more enjoyable to use.

Over 30 years ago, Anders started designing, developing, and delivering customised display solutions, for the non-consumer industry, and haven't stopped innovating since! Anders features a history of reliability and innovation and lives to solve display engineering challenges.

Anders harnesses their expertise in display, embedded computing and touch control technology to help differentiate their customer's products through exceptional design and engineering.

For further information, please visit our website at <https://www.andersdx.com/>.