

Company Announcement
For Immediate Distribution

Gen3. Precision as Standard

Gen3, specialist manufacturer and distributor of test and measurement equipment used to predict reliability and maintain quality in the production of electronic circuits, is 50 years young.

In the UK, Gen3 Systems have been operational for half of a century, entering the market in 1969 as Europeenne. As the company prepares to celebrate its 50th birthday, Company Director, Andrew Naisbitt, the third generation of successful succession, discusses how the company has evolved in 50 years, and the steps he is taking to ensure the company will grow from strength to strength over the next 50.



“My father, [Graham Naisbitt](#), taught my brother and I that innovation is the key to all business success. Innovation is the driver to company and product evolution, whilst maintaining the health and wellbeing of the organisation through true differentiation, results in a sustainable competitive advantage.

As a result, we have continuously set out to [innovate and evolve](#). Our success is linked to the fact that the Gen3 brand is synonymous in the market as the manufacturer of specialist test equipment, used to help predict reliability in electronics production. Through our 50 years of dedicated business focus, we have built a solid and stellar reputation in the industry as the go-to company for standard creation, as well as ensuring electronic circuit compliance. We invest our business time and brains developing the standards that our industry associations embrace and keep Gen3 at the vanguard of the market.

To keep the company moving and constantly innovating, we recently invested in the next generation of technology talent, with the appointment of Emma Hudson as Chief Technology Officer (CTO). Emma has come into our team and hit the ground running. Within six-months of her appointment, we have plans in place to expand our [test service capabilities](#), and with her esteemed positions in both the Institute of Circuit Technology and the European Institute for the PCB Community, we have increased our knowledge network, resulting in a higher degree of market visibility and penetration.

Worldwide reach and building a supply chain to connect the globe have always been our strengths. As well as the 20+ design, engineering, and product fulfilment team members located within our UK office, our distribution model enables us to dominate a wide-reaching landscape. We are actually 250+ people strong, meaning we have no geographical barriers and that we are internationally accessible.”

So, what does the future hold for Gen3?

Andrew comments that he’s keen to make his mark and put his stamp on the company. He’s doing this by evolving the company’s identity into one that is more forward facing whilst communicating that Gen3 is in the market to serve and protect.

‘We will remain the industry leader for specialist test and measurement equipment by always being here to help, educate, mentor, guide, and protect our customers in the compliance of their electronic



circuits for production. We will continue to invest in the next generation of technology talent. We will remain an advisor to our industry associations and not simply abide by the standards, but actively set them, which will always set us apart. It's that old analogy, we walk the walk and we talk the talk. We will expand our distribution network into new and emerging electronics manufacturing geographies. And we do this as it's our core competence, it's what we've always done, as a tried, tested, and trusted partner, it's precision as standard. However, we will continue to innovate and evolve just as my father taught me, and his father taught him.'

About Gen3

Gen3. Testing and measuring the electronics industry for over 40 years. For three generations, Gen3 have designed, engineered, manufactured, and distributed their test and measurement equipment into the electronics industry to shield their clients from failure in the field.

Their reputation for excellence has grown to a global scale. The team is made up of industry experts who work to set the standards around circuit testing, measurement, and compliance. They collaborate with key industry associations, offering our unique experience and expertise to educate all on what it takes to succeed. For product protection the preferred way is Gen 3, where precision comes as standard, acting as a mentor and your front-line defender.

In the high-reliability arena, there is too much at stake to allow room for error. Testing must be finite and flawless. Gen3 understand the need for precision. Get closer to perfection by minimising your risk.

Gen3. Precision as standard.

For more information, please visit our various platforms;

Website: <https://www.gen3systems.com/>

LinkedIn: <https://www.linkedin.com/company/586317/>

Twitter: @Gen3Systems

YouTube: <https://www.youtube.com/user/Gen3Systems?ob=0>

