

Blakell Europlacer



## ***Europlacer Secures Fourth Award from Industry Analysts Frost & Sullivan.***

Europlacer is delighted to report that its run of award successes continues with a fourth consecutive Company of the Year accolade in the Global Flexible SMT Pick and Place Equipment sector from global analyst and growth specialist Frost & Sullivan.

The latest award from Frost & Sullivan joins a barrage of trophies in the Europlacer display case, including F&S honours in 2014, 2015 and 2016, as well as the recent Service Excellence Award 2017 from Circuits Assembly magazine – itself another ‘fourth-in-a-row’ achievement. “We’re beginning to think that four is our lucky number,” says Europlacer’s Business Development & UK Sales Manager Andy Jones, pointing out that he intends to make five next year’s lucky number for the acclaimed pick and place business.



The 2017 Frost & Sullivan award narrative recognises Europlacer’s position as a leading global supplier, along with its *“unrivalled knowledge and rich experience... that has outpaced its competitors and exceeded customer expectations”* as key factors in its detailed analysis. The firm also acknowledged what it calls *“the impressive base of 500 loyal customers across 40 countries with 20% of sales coming from new customers and replacing competitors,”* citing this as another reason for Europlacer to take the top slot in 2017.

## Press Information – For Immediate Release

For the first time, the F&S team also referenced Europlacer’s other award achievements by mentioning the four Circuits Assembly Service Excellence Awards as evidence of the company’s philosophy and success in expressly focusing on its support infrastructure and investing in customer relationships: *“customer growth is largely attributable to superior value that customers realize from system design, coupled with meaningful customer service and the excellent personal rapport that Europlacer develops with its clients. This is further highlighted by the accolades that Europlacer has received including its recognition with the Circuits Assembly Service Excellence Award for four years in a row.”*

To win a Frost & Sullivan Global Company of the Year Award a company must demonstrate excellence in growth, innovation, and leadership. Frost & Sullivan points out that this kind of excellence typically translates into superior performance in three key areas: demand generation, brand development, and competitive positioning. These are the measures the firm uses to assess companies in the sector.

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### About Blakell Europlacer

The Blakell Europlacer Group comprises the Speedprint Technologies, Europlacer, and Blakell Europlacer Distribution business units. All three are active and pre-eminent in the electronic circuit board assembly sector with advanced product and service solutions for electronics manufacturers in the UK and globally. Speedprint Technologies is a provider of screen printing equipment used in surface mount assembly processes. Europlacer is a provider of surface mount component placement equipment. Blakell Europlacer Distribution augments the provision of screen printing and pick & place platforms in the UK with a range of associated equipment, including AOI, reflow and PCB handling.

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