

Press Release

For Immediate Distribution

**Riding the Crest of a Wave, Ryder Industries
Reflects Their Success in the Launch of Their New Website**

Henry Wu, CEO of Ryder Industries, is delighted to announce the company's new website.

Ryder Industries, a leading Electronics Manufacturing Service provider, recently launched its new website - www.ryderems.com. The site reflects the company's ongoing transformative success and updated brand identity.

"Since conception, our brand design has been angular and sharp, and you will notice that our new website follows these cutting lines," explains [Kingslea Chan, Vice President of Sales and Marketing](#) at Ryder. "We are all about precision and fine pitch electronic manufacturing services. Ryder's focus on integrity and quality, as well as our skills in process and efficiency, yield a commitment to always delivering the superior experience we are known for."

Ryder Industries' facilities are based in China, benefiting from the scale and efficiencies of the country's impressive supply chain, and driven forward by the intelligence, innovation and cohesion of these talented people. Within its two large, versatile facilities, one on the coast and the other inland, Ryder Industries puts together a custom solution for each client, providing scalable, flexible and robust product life-cycle management.

The phrase *"Swiss precision: Chinese scale"* is a reflection of Ryder's aspirations for their customers. With 40 years of experience, Ryder Industries nourishes decades-long relationships with a string of well-regarded brands in North America and Europe.

The term *"Swiss Precision"* is at the core of Ryder's culture, inspired by founder-chairman Eric Winkler. His laser focus on integrity and quality, along with the team's skills in process and efficiency, yields a commitment to always delivering the superior Ryder Industries experience.

"Chinese Scale" is a recognition of the location of Ryder industries' facilities, benefiting from the scale and efficiencies of China's supply chain, and driven forward by the intelligence, innovation and cohesion of Ryder Industries' China teams.

The logo's flashes are an integral part of Ryder's brand heritage and design, symbolising the movement of two partners in corresponding motion. They also denote the building blocks of the Ryder business. We build complex electromechanical products, and we build them exceptionally well, fulfilling our pledge of 100% customer satisfaction. We do this through collaboration and ensuring we share the same vision as our customers. This visual identity captures the new Ryder power statement: *"Together We Make It."*

About Ryder Industries

Ryder Industries has deep experience in China manufacturing, with some 40 years of operational history, originally as an Original Equipment Manufacturer (OEM) and subsequently as an Electronics Manufacturing Service provider (EMS).

As a Swiss-owned company, we are obsessed with quality, process, and efficiency, and we always deliver what we promise.

We work with small and large brands, delivering everything from innovation to volume, from board assembly to complex mechatronics and much more. Our private ownership means we make decisions based on our customers' and the industry's needs. We think long-term.

Ryder Industries offers product introduction, small and medium volumes and, when needed, a gateway to product design, vertical integration, and component sourcing. Because all of our equipment, software, and systems are integrated, our production transitions are seamless, offering complete traceability and transparency back to batch.

Our supply chains are kept simple, giving our customers the flexibility to scale the services to their speed-to-market, time-in-market, and time-in-profit needs.

For further information visit; <http://www.ryderems.com>.

Twitter: <https://twitter.com/RyderEMS>

LinkedIn: <https://www.linkedin.com/company/ryder-industries-ltd>

YouTube: <https://www.youtube.com/channel/UCUXDCbIU4dDJuC6bkyACV4g>