

Europlacer Deutschland GmbH



SMT Nuremberg Pays Off for Europlacer & Speedprint.

Europlacer and Speedprint pulled in leads from prospects across Europe on the shared stand at this year's SMT Hybrid Packaging event in Nuremberg.

By keeping things low key at the SMT show, Europlacer succeeded in attracting interest from customers and prospects across Europe. The company chose not to fill its stand with equipment, leaving space instead for social interactions and business discussions over refreshments. In the Speedprint area, the award-winning S-Track traceability system continued to attract attention from exhibition visitors.



SMT Nuremberg 2018 booth

David Kammerer, Sales Manager at Europlacer, explained his exhibitor strategy: “Our plan to welcome people to the Europlacer booth but not take up their time with protracted demonstrations paid off. It wasn't that long ago that we engaged everyone in the region with our launch of the new *atom* platform,” he said. Kammerer acknowledged that most visitors to the stand already knew about Europlacer's *atom*, with many keen to discuss that new award-winning platform but also equally interested in the company's ever-popular *iineo+* machine. “I am delighted with the business opportunities our team secured at this event,” says Kammerer.

Press Information – For Immediate Release

President of Speedprint, Mark Brawley, exhibited the company’s SP710 print platform. This premium model features Speedprint’s ADu+ dispensing technology as standard, and was equipped with the optional S-Track package. S-Track lets users place barcode labels at the very first stage of SMT assembly to deliver the ultimate in line-wide process traceability. “Over the 15 months since its launch, S-Track has become increasingly popular as manufacturers get wise to the advantages of comprehensive process data at a per-board or per-panel level,” explains Brawley. “We see some of our EMS customers using this technology to refine and validate their process, and to provide a deeper level of reporting to their contract customers.”

More information on Europlacer at www.europlacer.de

More information on Speedprint at www.speedprint-tech.de

ENDS

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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