



Europlacer Appoints Quiptech as Exclusive Partner in Mexico

New partnership strengthens local sales, service, and support for advanced SMT solutions across the Mexican electronics market

Europlacer, a global leader in flexible SMT assembly solutions, today announced the appointment of Quiptech as its exclusive representative in Mexico.

Through this partnership, Quiptech will promote Europlacer's placement machines and screen printers in Mexico while supporting electronics manufacturers with advanced SMT solutions tailored to high-performance production environments. The collaboration significantly strengthens Europlacer's presence in Mexico by enhancing local sales coverage, technical expertise, and customer proximity.

Under the agreement, Quiptech will provide sales support immediately, with installation and local technical service capabilities scheduled to be fully active by the end of 2026. This expanded infrastructure ensures Mexican manufacturers benefit from faster response times, localized expertise, and improved operational continuity.

Europlacer's product families available through Quiptech include the highly flexible iineo and atom series placement machines, and Europlacer screen printers—including long board printer configurations for demanding and oversized applications.

Recognized for precision, reliability, and flexibility in high-mix, low-volume production environments, Europlacer systems incorporate integrated intelligence and automation to deliver exceptional quality, traceability, and repeatability—critical requirements in today's complex electronics manufacturing landscape.





For Mexican electronics manufacturers—including EMS providers and companies serving industrial electronics, automotive, aerospace, and industrial control sectors—the partnership delivers clear advantages: improved productivity, faster

changeovers, reduced downtime, and dependable local support.

“Mexico is one of the most dynamic and rapidly expanding electronics manufacturing markets in the Americas,” said Craig Brown, Europlacer Americas Sales Director. “By partnering with Quiptech, we’re not just expanding our footprint—we’re bringing world-class High-Mix technology and local, responsive support directly to the manufacturers who are driving that growth.”

“We are delighted and excited to have Europlacer on our team,” said John Tobin, General Manager for Quiptech, I have known Craig Brown personally for over 25 years, and together we bring great energy and experience to this partnership between Europlacer and Quiptech in the Mexican market. Our Quiptech team is extremely enthusiastic and looks forward to offering our customers the Europlacer Screen Printer brand, which truly competes with other recognized brands in terms of speed, performance, quality, ROI, and reliability. We are also very excited to enter the world of SMT placement for the first time. With our strong experience in electronics manufacturing equipment and Europlacer’s leadership in high-mix and XL production environments, we are confident this collaboration will bring tremendous value and new opportunities to our customers in Mexico.”



For more information about Quiptech, visit <https://www.quiptech.com/americas/>

For more information about Europlacer, visit www.europlacer.com.

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About Europlacer

As a leader in High-Mix Manufacturing, Europlacer builds its entire ecosystem around flexibility, adaptability and connected production. We enable electronics manufacturers to handle diverse products, rapid changeovers and full traceability through a unified suite of flexible SMT screen printing and pick and place platforms, intelligent feeders, ii-RC software, EPiiCENTRE analytics and ii-Tab mobility. With 50+ years of innovation, Europlacer delivers agility, insight and resilience for high-mix success.

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