13 Years of Customer Trust: How Europlacer Makes Service Part of Productivity

Europlacer's 13th consecutive Service Excellence Award highlights the importance of customer-led support in high-mix electronics manufacturing.

For electronics manufacturers, productivity depends on more than equipment performance alone. Responsive technical support, long-term relationships and the ability to adapt to changing production requirements all contribute to keeping operations running efficiently.



For Europlacer, these principles have helped shape its approach to customer service and have now been recognised with a 13th consecutive Service Excellence Award for its range of pick and place machines and screen printers. What makes this achievement particularly significant is that the recognition is based on customer feedback. Rather than being defined solely by internal performance measures, Europlacer's service standards are evaluated by the manufacturers who rely on its equipment and support.

Customer feedback at the heart of service excellence

In an industry where production demands continue to evolve, manufacturers need confidence that their equipment suppliers understand their operational challenges and remain committed to supporting them long after installation.

For Europlacer, 13 consecutive years of customer recognition reflect the importance of maintaining those relationships and delivering consistent support over time. The award also reinforces a fundamental principle behind the company's service philosophy: customers ultimately determine what excellent service looks like. Their feedback provides an opportunity to understand changing expectations, identify areas for improvement and maintain a service approach aligned with real manufacturing requirements.

In high-mix manufacturing, service is part of productivity

High-mix electronics manufacturing presents particular challenges. Frequent product changeovers, varying production volumes and increasingly complex assemblies require manufacturers to remain flexible without compromising efficiency.

While equipment capabilities are essential, effective technical support can play an equally important role in helping manufacturers respond to these demands. From troubleshooting and preventive maintenance to technical guidance and ongoing equipment optimisation, service contributes to the wider objective of maintaining productive manufacturing operations.

Europlacer's approach recognises that supporting customers means understanding how equipment performs within their production environment and helping them get the most from their investment.

The people behind 13 years of recognition

Maintaining a consistent standard of service requires more than technical knowledge. It depends on experienced teams, effective communication and a commitment to understanding individual customer requirements.

Europlacer's technical service personnel play a vital role in building and maintaining customer confidence, combining equipment expertise with practical support for manufacturers operating in demanding production environments.

Behind 13 consecutive years of recognition is an ongoing commitment to understanding customers' challenges and providing the support they need to keep production moving. From day-to-day technical assistance to longer-term equipment support, the service team's contribution extends well beyond resolving individual issues. This continued recognition reflects the importance of the people behind Europlacer's technology and the relationships they build with customers over time.

Looking beyond the award

As electronics manufacturing continues to evolve, so too do customer expectations. Increasing production complexity, pressure to minimise downtime and the need for manufacturing flexibility place greater importance on dependable technical support and strong supplier relationships.

Europlacer's 13th consecutive Service Excellence Award provides an opportunity to reflect on the value of those relationships and the contribution of its service team. More importantly, it reinforces the company's ongoing commitment to listening to customers, understanding their challenges and supporting their long-term productivity. For Europlacer, the recognition is a milestone. For its customers, the priority remains the same: reliable equipment, knowledgeable support and the confidence to keep production moving.

For more information, visit www.europlacer.com.

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About Europlacer

Europlacer is an award-winning global SMT full-line solution provider with over 50 years of engineering heritage in the electronics assembly industry. Servicing the sector with direct offices around the world and manufacturing facilities in the UK and France, Europlacer delivers flexible and dependable products to the SMT pick and place market, providing innovative solutions to complex manufacturing challenges. Europlacer is pioneering the market with great technology and a network of acknowledged experts to continue to build the long-lasting relationships that the business has thrived on for the past half-century.

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