



WÜRTH ELEKTRONIK | ASIA PRODUCTION

PCBs in WÜRTH-Quality from Asia

Niedernhall, 28th July 2020

AGENDA AND SPEAKERS



- WÜRTH ELEKTRONIK ASIA PRODUCTION – History
- Organizational structure
- Quality and logistics processes
- Risk minimization
- Support for the optimization of the designs



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WÜRTH ELEKTRONIK CIRCUIT BOARD TECHNOLOGY

ASIA PRODUCTION



- Founded 8 years ago, we now are a team of 56 people
- 40 Mio. EUR Turnover
- 10 suppliers and strategic partners with 18 plants
- Huge Ressources and Capacities:
From small series up to big series, low-tech till high-tech
- Reliable, flexible, modern



ASIA PRODUCTION

Organization



CEO of WÜRTH
ELEKTRONIK

Asia Production:
Görz / Mairhofer

Engineering

Quality

Logistics

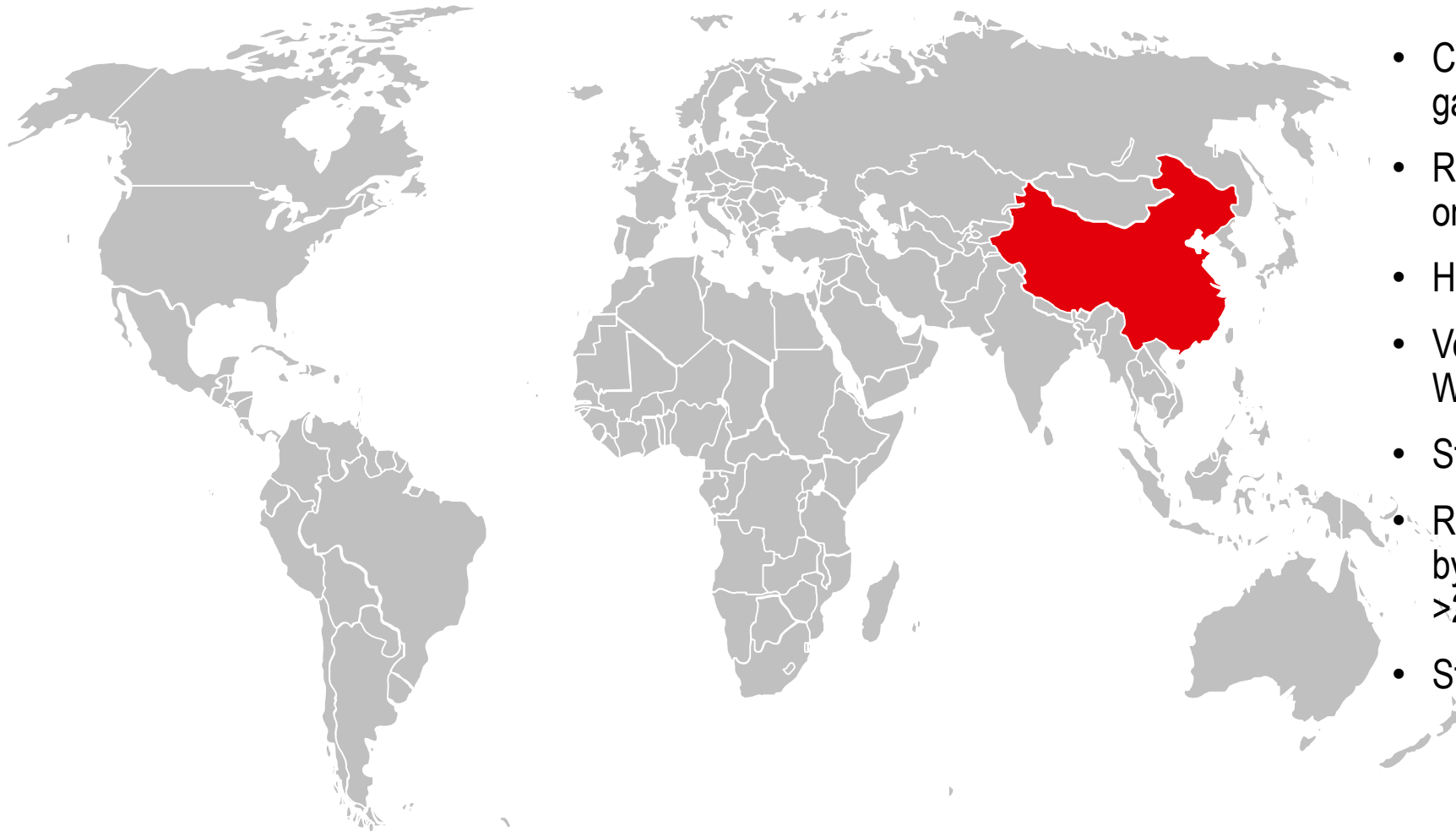
Purchasing &
Sourcing

Sales

These are our departments. Direct communication on teams and teamleaders level combined with a high level of freedom in decision-making helps us to make decisions fast and good. And this is what you need: **Speed and Quality.**

ASIA PRODUCTION

WHY CHINA?



- China is the biggest player in the game
- Raw materials plus Know-How are on place
- Huge investments by government
- Very good logistic solution by WÜRTH
- Stable supplier network
- Regional and cultural knowledge by WÜRTH ELEKTRONIK since >25 years
- Staff on site

ASIA PRODUCTION

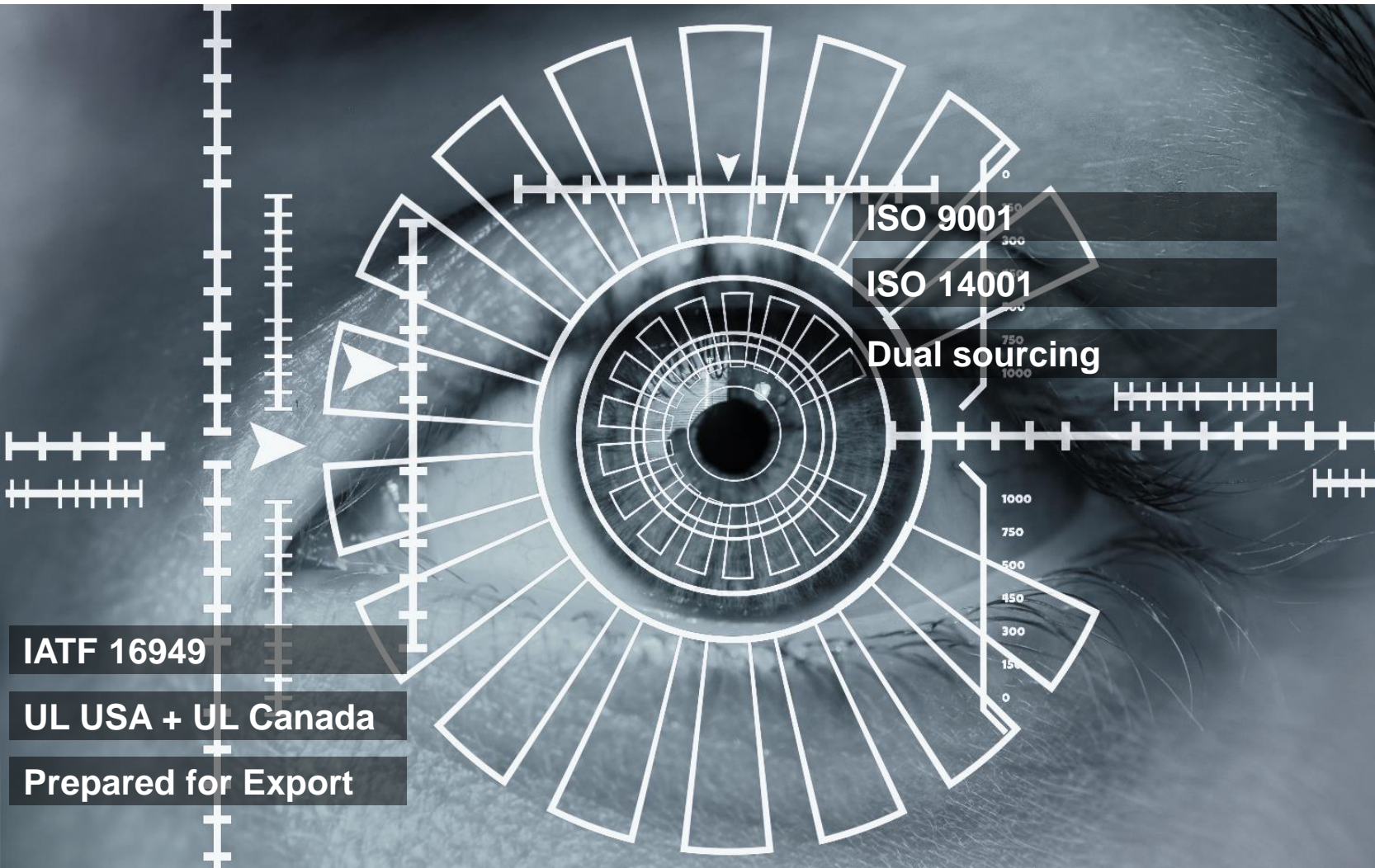
LOW COST – BAD QUALITY?



**China is no low-cost-country anymore.
It is the **best-cost-country** for PCB's.**

QUALITY

OUR FOCUS



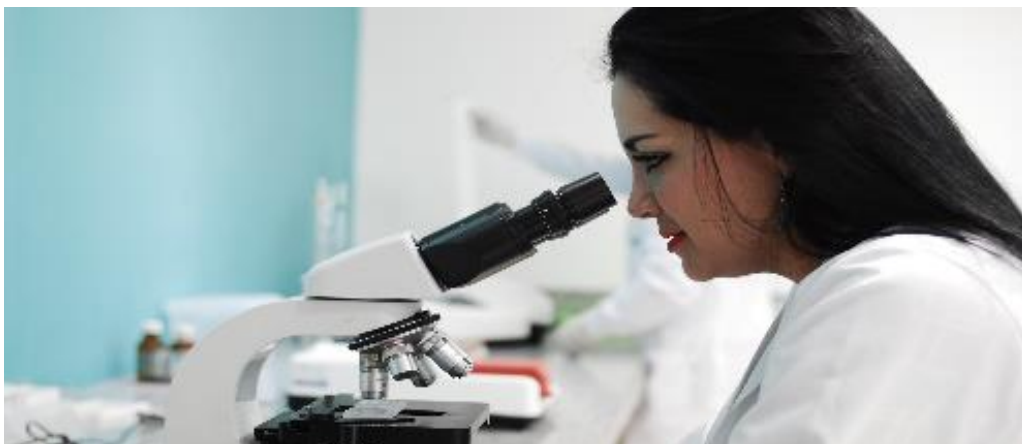
- Taking care for quality is our job. Therefore we have our so-called „**Resident Engineers**“ in the plants as well as our quality team in China in the office and in Germany.
- There is always something which can be **improved**. Our engineers are there to find these potential improvements and to change these together with our suppliers.
- By taking care to fulfill your expectations, we are **decreasing the risk**. Every complaint will be handled seriously by our team in Germany and China. You will always have a German-speaking contact person.

QUALITY CERTIFICATIONS



IATF 16949 | ISO 9001

- Our production plants in Asia as well as our CBT company structure are certified for IATF and ISO.
- These two quality certificates underline our will and knowledge regarding process quality.



ISO 14001

- But besides the quality certificates, there is another important responsibility for us: Sustainability.
- Taking care for our environment, the nature, our customers and employees led us to ISO 14001.



QUALITY SOURCING PROCESS



Choosing just one of the thousands of PCB suppliers will most probably go wrong. So we are spending a lot of time and knowledge into answering the question: How can we find trustfull and good suppliers for our customers?

Our sourcing process is defined into 5 steps

- Sourcing phase
- Approval phase
- Initial phase
- Serial phase
- After sales phase

QUALITY SOURCING PROCESS



1 2 3 4 5

Sourcing phase

- Sourcing of potential suppliers according strategical criteria: Technology, Capability, Logistic, Certifications such as ISO9001, IATF16949, ISO14001, UL, etc.
- Potential analyses: Initial visit and plant tour to get an impression if the supplier could meet Würth's high quality standards.

Plan

QUALITY SOURCING PROCESS



1 2 3 4 5

Approval phase

- Qualified auditors perform VDA 6.3 Audit at suppliers factory.
- After a successful assessment 1st samples will be produced by the supplier.
- Samples are checked in our Quality Design Center (QDC) where we have a high technological laboratory which operates according German standards.

Do

QUALITY SOURCING PROCESS



1 2 **3** 4 5

Initial production phase

- Small batches are ordered and our residential engineers conduct the quality assurance procedures and production processes.
- Recording of KPIs (scrap rate, yield, lead time, etc.) to ensure stable performance.
- Approval for serial production.

Do

QUALITY SOURCING PROCESS



1 2 3 4 5

Serial production phase

- The Würth residential engineers check PCBs in accordance with WE quality standard criteria and according ISO 2589 (AQL).
- Random checks are carried out by Würth specialists in the laboratory (micro sections, etc.).

Check

QUALITY SOURCING PROCESS



1 2 3 4 5

After sales phase

- Suppliers overall performance is monitored continuously.
- In case of a complaint German and Asian quality team processes the issue according 8D-systematic.
- Regular audits are performed to ensure the continuous improvement of the suppliers.

Act

ON SITE IN CHINA

- With our new Quality Design Center, we continue to strengthen our current and future growth in technology, product diversity and innovation.
- Creating synergies and achieving the best possible service for our internal and external customers was and is important to us.
- This QDC is a big step into the next level for WÜRTH ELEKTRONIK. No other PCB trader or even supplier has such kind of modern lab in China.



WARE HOUSE GERMANY



This is another big thing for our customer: To ensure a very stable delivery performance and to support our customers in taking care for ideal storage of PCBs, we built our own ware house in Germany.

With this warehouse, we are not too depended from catastrophes like Tsunami or something else. In case you have a frame contract with us, we will take care and handle all your shipments because there is only one thing that counts in logistics: **You need the PCBs in the right amount, to the right time and on the right place in the quality you expect.**

- **Built 07-2017**
- **6.500 square feet**
- **Fold bottom shelves: 5.600 plots**
- **Pallet shelves: 480 plots**
- **Average deliveries per month: 5.000**

MONEY AND QUALITY

OUR SUGGESTION



- Everything is nowadays cost-driven. And for sure, you do not want a lower quality level.
- So it's up to us to develop a **cost-down-plan** together with your engineering and purchasing teams. We know the materials and the possibilities to decrease PCB costs, and together with your colleagues **knowledge**, we can optimize this topic for you.
- Please do not hesitate to contact us in case that we may support you with this. We'll be happy to fulfill your expectations.

ASIA PRODUCTION IN SUMMARY

YOUR BENEFITS





THANK YOU FOR YOUR ATTENTION

**What kind of
application
do you have?**

**HOW can WE
support you?**