



# Company Presentation



The Cherrytech Group is an innovative E<sup>2</sup>MS provider in the field of industrial electronic engineering and manufacturing.

We provide comprehensive and exemplary consultation, development, procurement, manufacturing and logistics solutions along the entire value-added chain of electronic assemblies and equipment.

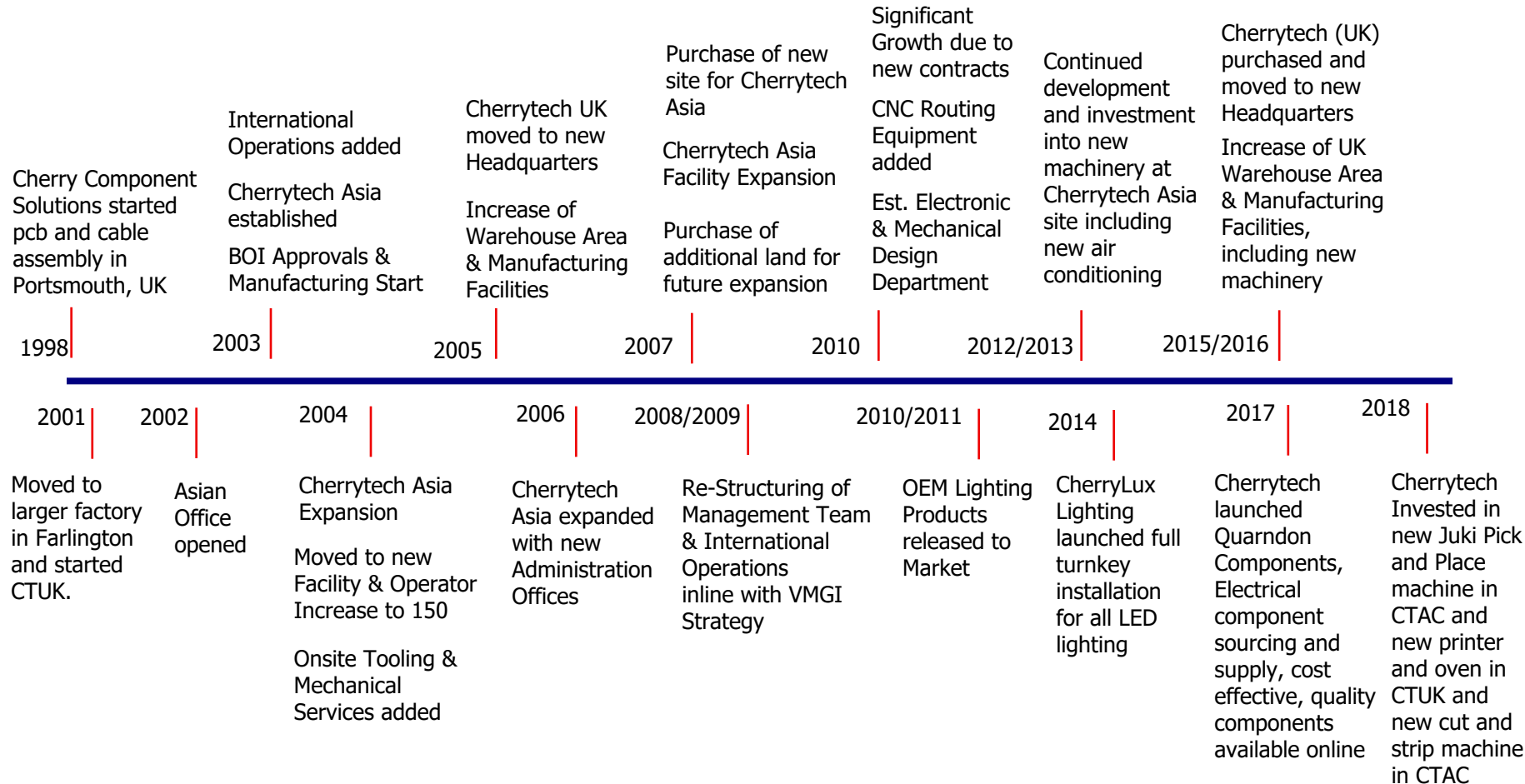
At present, the Cherrytech Group consists of two international locations which both offer all the aforesaid customer solutions and total manufacturing capabilities.

Cherrytech Asia is a 100% owned subsidiary of Cherrytech UK and both organizations are privately held as to ensure total control rather than affiliate with various external partners.

## Cherrytech Locations



- Established: 1997
- Core Business: Purchasing & Assembly of Electronic and Electro-Mechanical Assemblies. Lighting manufacturer and Installer. Electronic component distributor.
- Market Segments: Industrial Safety, Energy Saving, Automotive Components, Detection Systems, Controls, Aviation, Fire and Safety, Defence and Security, Instrumentation
- Headquarters: Cherrytech (UK), Portsmouth – England
- Operations: Cherrytech (Asia), Lamphun – Thailand
- Employee Strength: Appr. 150 (UK & Thailand)







To be the partner of choice to customers globally, offering high quality turn-key electro-mechanical assembly solutions.



- Through Competitive price, high quality, Cherrytech will provide assembly solutions to a niche global market.
- With expert procurement of materials and components, with full specialist electromechanical build facilities.
- Leveraging a flexible, dynamic, solely owned manufacturing site in Asia, whilst providing responsive customer support with fast turn around prototype facility in Europe, with seamless transfer of products from prototype to mass production.
- Remain profitable and continue growing the company & provide a safe and rewarding working environment for all employees, passionate about teamwork.
- Flexible in catering to all business opportunities, including distributing in SE Asia, franchise, & online OEM products.
- Prepare the organization for a wider ownership of the company





Home Appliances  
Climate Controls

Industrial  
Safety



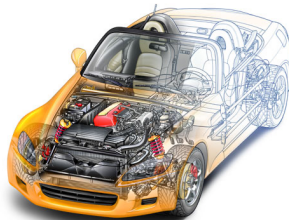
Energy Saving  
Lighting Systems



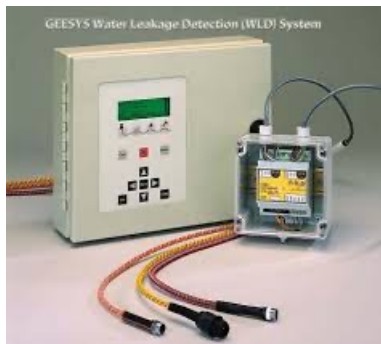
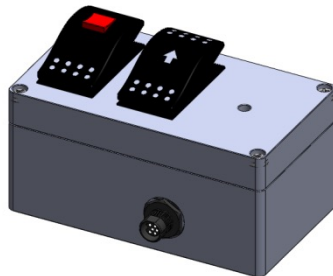
Medical  
Devices



Detection  
Systems



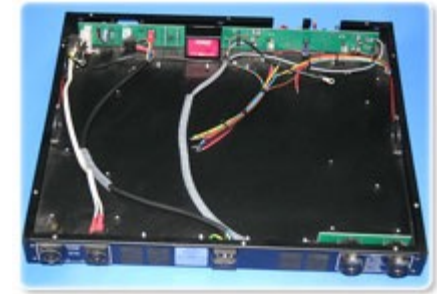
Automotive  
Components



## Product Applications:

Assembles a variety of products:-

- Acoustic Systems
- Climate Controls
- Earth and Current Leakage Detection
- Energy Saving
- Medical and Laboratory Equipment
- Motor Controllers
- Military and Defend Equipment
- Resource Management
- Safety Management
- Security System
- Water Leakage Detection

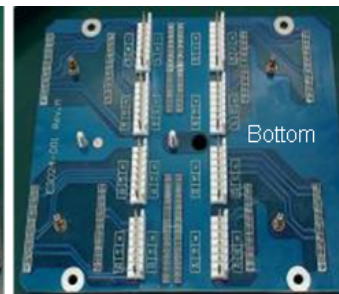
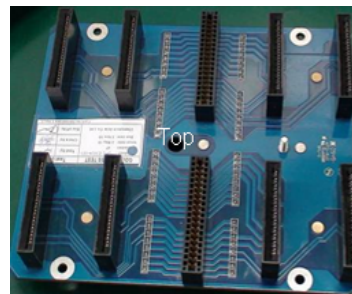




## **Products & Services:**

### Special Services:-

- PCB Assembly
- Mechanical Assembly and Box Build
- Cable Harness Assembly
- Flex Circuit Assembly
- Component Sourcing & Supply
- Full Test Capability
- Custom Packaging
- DFM (design for manufacture)
- CAD CAM Design
- Fast Turn Around & Flexibility
- Global Delivery
- ISO 9001 Certified
- R&D dept.





## Cherrytech Main Capabilities



- AutoCAD / Solidworks / Altium Designer for PCB & Tooling Design
- DFM (Design for Manufacture)
- Quality focused – QMS (ISO/IPC)
- PCB Assembly & Box Build
- Cable Harness & Assembly
- Flexi Circuit Assembly
- Lead Free / RoHS compliant



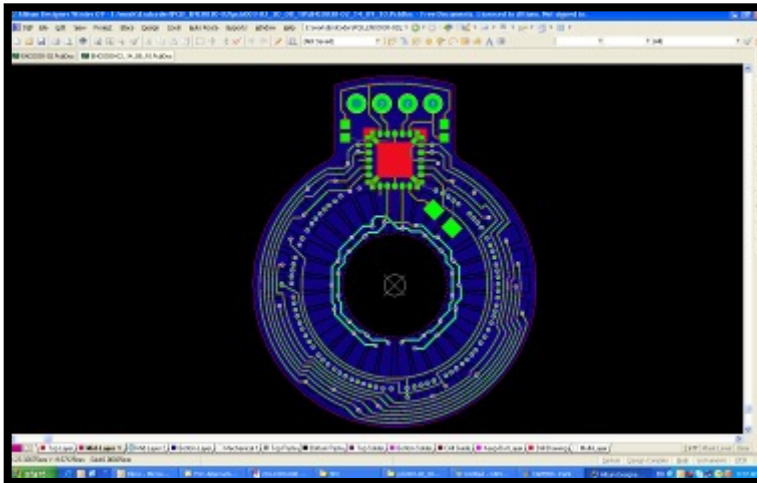
- Global Component Sourcing and Supply Chain Management
- Extended Test Capabilities
- Full Turn Key Capabilities
- Fast Turn Cycles & Flexibility
- Custom Packaging Possibilities
- Global Logistics
- UL, ETL & CE Product Approvals

Core Competences Engineering	Core Competences Manufacturing mechanical	Core Competences Manufacturing electrical	Core Competences Material
PCBA Design	Cable assembly	Electrical test system design	Component sourcing 24 hours a day
Design For Manufacturing Capability	Mechanical assembly and box build	Full test capabilities electronic testing, with test system design support available on site	Lead free options available
Electrical Test System Design	Cable Wire Looms	Radio frequency manufacturing capabilities	Board of investment certified
CAD Design, full electromechanical design	Cable harness and assembly	Application level electro/mechanical testing to customer specification	World Wide Logistics
Statistic Process Control	Box Build Assembly Capability -incorporating PCBA, wiring looms, custom connections	PCB Test	Quality Management System (ISO9001:2000 certified approved UK & Asia)
Product Modelling and Prototyping	Resin potting on PCBA & cable/connector	PCB Assembly	Material Resource Planning Database available throughout all manufacturing sites
Mechanical box design	Full box build production of electronic products on behalf of original equipment manufacturers (OEM's)	PCBA board level testing, pogo pin/clam shell fixturing	Using environmentally friendly products (ROHS/Reach/WEEE) as alternatives to harmful products wherever practical.
Cherrytech can offer a number of peripheral services: conformal coating, potting, heat shrinking & encapsulation	Metal work, extrusion,CNC,painting & labelling	Fixtureless testing, removing the need for expensive bespoke test fixturing to be produced for every PCB assembly, ensuring retooling costs are minimised for product designs	ISO Certification: Working to customer / supplier manual based on QS9000 since 1997
SMT precision prototype component placement with the latest high speed precision placement machines using laser guidance and vision	Application level electro/mechanical testing to customer specification	IC programming & configuration of PCB assemblies prior to box build or despatch to full unit test	Cherrytech group – Working towards ISO14001 – Expect to Complete 2012
SMT component sizes 0201, 0.5 mm pitch BGA , 0.4 mm pitch QFP/IC's, connectors, and other odd form components	Flexible PCB assembly	Reflow soldering using forced convection reflow ovens	Cherrytechs after sales support includes a Return Material Authorisation, (RMA), process which provides us with advanced information of any customer.
		Wave soldering using dual wave technology & SMT chip wave capabilities	In the event that product needs to be returned to base, we can pre allocate resource to minimise turn around time and therefore impact to our customer

- Kirsten automatic strip and crimp machine, pneumatic
- JST fly wheel press with series of transversal crimping applicators
- Mecal P100 electromechanical press
- Schleuniger 9500 automatic cut and strip machine capable of multicore and ribbon cable,
- Fong-E 10X wire processing machine
- Mecal automatic cut/strip and twist machines
- Mecal automatic cut/strip with lug leaving capability
- Press for male/female crimp forming
- Tyco/AMP fly wheel 45-degree press with applicators
- Thomas and Bettes IDC to ribbon cable press with series of transversal applicators
- Tinning stations
- Cable assembly stations
- Automatic fully programmable cable testers - Cable Scan, Check Sum and Dynamic
- Tests stations, including , Signal Generators, Oscilloscope and precision Power Supplies.
- Series of drill/milling and press machines for box build and modifications
- Extractor equipment for conformal coating, potting purposes & UV Cure
- Full design capabilities for cable assembly, harness, mechanical and PCB
- CAD/CAM design and design for manufacture
- Various pre-forming machines for through-hole components
- Blakell LS2000 light guided cut and clench machines for PIH assembly

- Environmental chamber, Box Oven and Freezer for Burn in.
- Automation Aura fully automated wave solder machine with SM capability
- Kince KWA350-EP lead-free wave solder machine with chip wave
- EMS SP 20/30 M SMT screen printer, Packtronica SMT stencil printer
- Kince 1016 SMT screen printer
- DEK 265 Horizon printer with fine pitch with vision
- Fuji bare board loader and conveyors
- Juki 2030 SM Pick and Place machines (40,000 CPH) with vision
- Juki 2020 SM Pick and Place chip shooter (30,000 CPH) with vision
- Tescon SM Pick and Place machine (4,000 CPH) with vision
- Conceptronics convection reflow oven with double sided capacity
- Kince KWA1225-EP-8 lead-free reflow oven
- Systemation automatic component to reel machine with heat seal
- Soldering stations inc. microscopes for fine pitch placing and inspection
- Full rework capabilities, Hot air gun, hot plate.
- CNC drilling, PCB, metal forming/bending and rolling.
- Dead Weight Tester for Precision pressure Calibration & various test jigs, bed of nails bespoke functional testers.
- Vacuum Packaging Machine.
- X-ray / Ionics locally





➤ Altium Designer for PCB Layout and Production of Gerber's for PCB.



➤ AutoCAD / Solidworks for PCB & Tooling Design and DFM (Design for Manufacture)





## What Cherrytech can do for you Key Points I

- Cherrytech manufactures product in both UK and Asia locations for world wide customers.
- Cherrytech has already established itself globally as a quality supplier.
- Cherrytech has already received approvals for PCB, Flexi Circuit, Cable assembly & box build and is supplying to leading producers of Climate controls, safety equipment, leakage detections and energy saving devices.
- Cherrytech can support fast-turn-around cycles from the both sites in some cases 24hrs or even the same day.
- Cherrytech can provide fast response to on site repair and support in the UK & Asia within 1 – 6 Hours.
- Cherrytech can hold buffer stocks of materials, semi / finished goods in both UK & Asia locations. With these possibilities, we could enter in to a VMI program with any customer.
- Cherrytech can provide DFM on all products to reduce the cost to the customer, a track record has already been established with customer engineering teams.
- Cherrytech is centrally located in South East Asia, with access to daily flights to Singapore, Malaysia, HK and China.



JUKI SMT Assembly Lines



PTH Assembly Lines



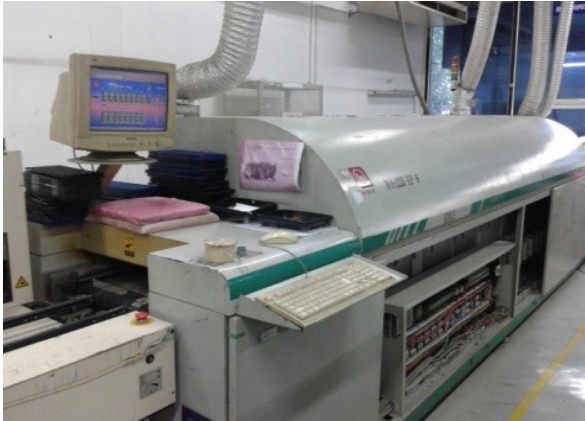
RoHS Wave Soldering Systems



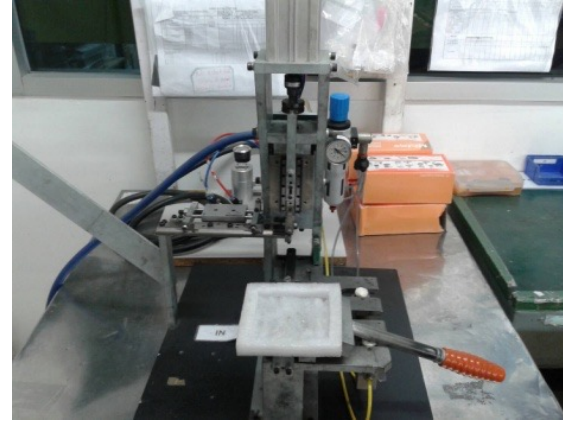
In-Circuit Testing Systems

## What Cherrytech can do for you Key Points II

- Cherrytech has the experience, Software & Hardware already proven for many products. Functional Testing & Reliability Assurance are key factors of our success.
- Cherrytech has already proven its excellence in procurement of components in the UK, Europe, Far East & US. This advantage is now strengthened by the addition of permanent procurement teams based in Asia.
- Cherrytech Asia has multiple expatriate staff in engineering, procurement and project management. These staff compliment well experienced Thai staff who are fluent in English.
- Cherrytech will consider installing customers surplus equipment in UK or Asia. Equipment qualification would be eliminated and hence reduce risk & time line.
- Cherrytech Asia has BOI approval which ensure ease of import / export and provides other financial incentives which reduce the overall cost of the operation. Full backing of the Government.
- Cherrytech UK 100% owns Cherrytech Asia therefore have total control rather than being affiliated, a partner, a sister company or a supplier as per so many European / Western CEM's.



Reflow oven



Mechanical Assembly Lines



Cable preparation



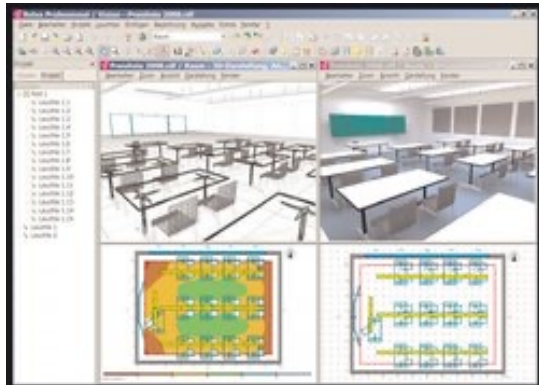
PCB Board separator

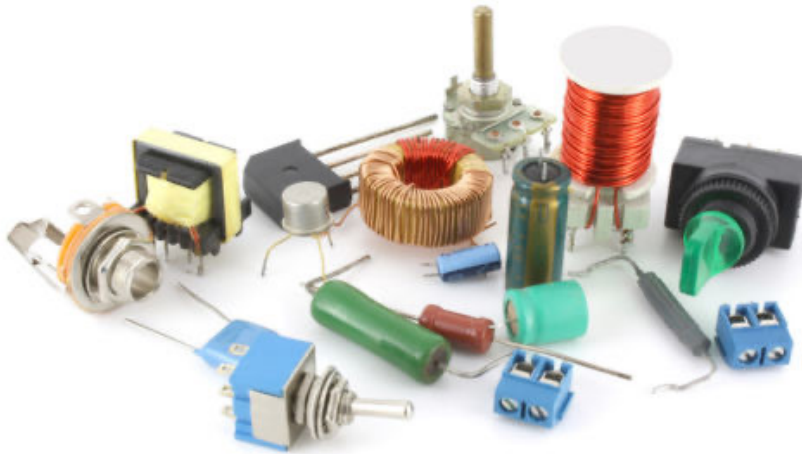




## Energy efficient lighting

CherryLux Lighting is a manufacturer, supplier and installer of leading energy efficient lighting technologies into commercial, public and industrial buildings and offices. We provide a one-stop, turnkey solution for organisations wishing to reduce their lighting costs.





**Quarndon Components** – First choice component supplier when it matters most. Always here at that critical time to be able to supply cost effective, quality components on time, with the reassurance of a proven company for support.



Cherrytech has been an alliance supplier for many years and has enjoyed the participation in watching and helping the products and business grow. We have been involved and supported moves of business and company structure changes before and understand the needs of the customer.

- Flexibility
- Quality
- On time delivery
- DFM and R & D support
- Competitiveness
- Inventory support
- Continuous improvement



Cherrytech run Kanban and other customised pull systems in order to give the best delivery and inventory solutions to our customers.

➤ **EICC & Audits**

Cherrytech is supporting the principles of the Electronic Industry Code of Conduct (EICC).  
Cherrytech has been audited several times on behalf of our customers' customers.



➤ **Environmental**

RoHS – Products to exceed RoHS legislation where possible.  
Working towards ISO14001 Certification.  
Recycling programs on packing and materials.



➤ **Health & Safety**

Minimize employee exposure to risk.  
Ensure safety standards are to the highest levels.

➤ **Ethical**

High Standards for staff conduct.  
No child labour at our locations or supplier locations.  
Regulated working hours for all employees.  
No discrimination on sex, age, political or religious grounds.





- ISO 9001 : 2015 Certification (SGS)  
Nov 2004 – Nov 2019
- ISO 9001 Accreditation (QMS)  
: BS EN ISO 9001 : 2015  
July 2000 – July 2020
- Cherrytech Group – Working according to IPC 610  
Standardized Guidelines.
- Cherrytech Group – Applying additional standards and  
requirements according to TS16949 for specific  
processes and automotive customers requirements.
- Carbon Trust accredited supplier under the Green  
Business Fund.



## ➤ **Cherrytech Limited (UK)**

Unit 4 The Meadows, Waterberry Drive,  
Waterlooville, Portsmouth, Hampshire. PO7 7XX.

Telephone +44 (0) 23 92 231205  
Fax +44 (0) 23 93 871831  
Website [www.cherrytechgroup.com](http://www.cherrytechgroup.com)  
eMail [sales@cherrytechgroup.com](mailto:sales@cherrytechgroup.com)



## ➤ **CherryLux Lighting**

Website [www.cherryluxlighting.co.uk](http://www.cherryluxlighting.co.uk)  
eMail [sales@cherryluxlighting.co.uk](mailto:sales@cherryluxlighting.co.uk)

## ➤ **Quarndon Components**

Website [www.quarndoncomponents.com](http://www.quarndoncomponents.com)  
eMail [sales@quarndoncomponents.com](mailto:sales@quarndoncomponents.com)

## ➤ **Cherrytech Asia Co., Limited**

264-264/1 M.10 Chiangmai - Lampang Rd.  
T.Umong, A. Muang, Chiang Mai 51150 Thailand  
Telephone +66 (0) 53 552 915-7  
Fax +66 (0) 53 552 918  
Website [www.cherrytechgroup.com](http://www.cherrytechgroup.com)  
eMail [info@cherrytechgroup.com](mailto:info@cherrytechgroup.com)  
[sales@cherrytechgroup.com](mailto:sales@cherrytechgroup.com)



Thank you for your time, and we appreciate your comments on this presentation or any question you may have.