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A completely new NCAB Group



NO TWO WAYS ABOUT IT

About three years ago we interviewed a number of key customers to build a picture of how our deliveries were experienced in practice. The answers all pointed in the same direction: We want you to keep a better track of our PCBs. We don't want any middlemen who cause delay, confusion and add costs. The message was quite clear.

That's why we set up "Project 1". It focused entirely on how we could improve our approach in all the important areas so as to better deliver what you ask of us. We have now implemented over 40 concrete improvements in five key areas.

The fact is that PCB factories are a thing of the past in our local markets, having disappeared from Scandinavia during the 90s and from central Europe some years later. There is however still very much a need for local skills and local responsibility.

Through its integrated PCB Production, the NCAB Group is laying a secure platform from which to operate as a producer who takes all the responsibility for high precision deliveries at the lowest total cost.

Apart from defining our concept, we have made a small change in our name, as well as produced a new logo type and graphic profile which communicates our development.

Welcome to the new NCAB Group!

HANS STÅHL
CEO
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Total responsibility with Integrated PCB Production

Today customers are demanding shorter lead times, zero defects and higher delivery precision, more advanced technology and better service in combination with a downward price curve. To solve this difficult equation, the NCAB Group is shedding its role as trader and moving from being a middleman to a producer, who takes full responsibility for the delivery process, from start to finish.

BETTER THAN A TRADER AND BETTER THAN DEALING DIRECTLY WITH THE FACTORY

NCAB's new business concept, Integrated PCB Production, is the result of a focused internal business development project whose aim is to provide greater and better support both to purchasers and designers. Over 40 concrete initiatives within five key areas have led to an offering that provides the lowest total cost, shorter lead times, higher delivery precision and fewer defective PCBs.

Strengthening our presence, both with customers and factories is a natural step. Integration, as we call it, is designed to enable customers to rest assured that the NCAB Group is taking full responsibility and is in total control, from the design stage, through the production process, right through to delivery. Essentially, this is Integrated PCB Production in practice.

Our objective is that your experience doing business with the NCAB Group is a more positive experience than with a trader or directly with the factory.

FACTORY MANAGEMENT

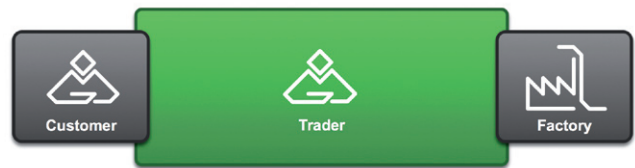
There are some 2000 PCB factories in China alone, of which 823 are UL approved. We have carefully chosen 23 factories both in Asia and Europe, with 15,000 employees in all. With 20 project managers and engineers on-site, NCAB can fully oversee production and quality-assure all stages of the manufacturing process.

Most importantly, our production volumes are on a global scale, since we have a presence on 25 markets through 11 of the group's companies. In 2009, we produced 35 million PCBs, equivalent to 700 tonnes. This gives us negotiation strengths and a preferred status in our factories – which you benefit from with every order. We do not own any factories; instead, we “own” what is most important: the relationship and the process, both with the customer and the factory. This means we don't have to depend on technologies and investments.



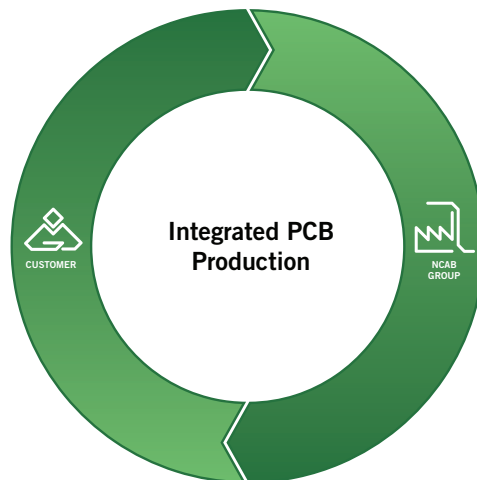
TRADER – WITH PRICE AS SOLE WEAPON

Shifting production from Europe to Asia opened up the possibility to gather production needs locally in Europe and place them at factories in Asia.



“TRADER+” – GREATER RESPONSIBILITY

In pace with more stringent demands, the NCAB Group has during the past five years set about developing all areas of its operation, in close consultation with our customers. We have above all continuously built up closer relationships both with customers and the factories, this to enable us to assume greater responsibility for PCB deliveries.



INTEGRATED PCB PRODUCTION – PRESENCE ENABLES CONTROL

An integrated producer “owns” what is most important: the relationship and the process, both on the customer and the factory side. We are close to the customer at an early stage. Our processes are embedded deep in our factories, with our own personnel on the spot.



“ NCAB's comprehensive approach has enabled Note to refine its own operations, at the same time as we have seen an improvement in all stages of the PCB handling process.” Says Ove Danielsson, Quality Manager at Note, who named NCAB Producer of the Year 2009. ”

OVE DANIELSSON
NOTE – QUALITY MANAGER