

**ELECTRONIC  
INTERCONNECT**

[www.EIConnect.com](http://www.EIConnect.com)

# NEWS

*"Quality All The Time, On Time"*

Volume 1

Issue 2

## From the President

### Working through the Downturn

*Dear Friends and Customers:*

Despite the economic downturn, we find that we have an advantage as a US-based PCB supplier, because lines of communication and delivery between us and our customers are much shorter and direct. The PCB fab business involves many steps, from prototyping and design through production, and it is important to many US assemblers and EMS companies to work out these details with a domestic supplier. This way, there are fewer hassles and delivery problems.

Much of our work is in the custom PCB area, and in tough economic times, we retain market share by simplifying the quoting, specifying, and ordering process – ours is very prominently online web-based – and thus keep costs down and snags out of the picture. Our focus is to simplify the process and provide many services such as design engineering to the customer; this keeps the ones we have on board and brings in new ones. We consider ourselves a solution provider more than just a board fab company.

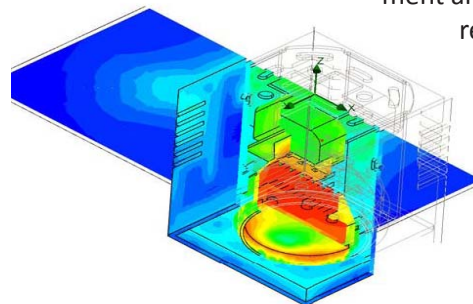
There are certainly areas of promise and growth for our business through 2009 and beyond. Advances in the LED lighting technology market, and medical device electronics are two areas where we see growth and opportunity for PCB suppliers. Otherwise, my advice is to deliver quality product on time, at competitive prices, with the highest level of customer care and attention possible. This will help companies survive lean times and pave the way for successful growth once the markets turn around.

*Pratish Patel, President and CEO*



## New PCB Thermal Management; UL-Approved

EIC now offers a wide range of printed circuit board materials, constructions, and configurations for electronic assemblies requiring heat management characteristics (high-power devices, RF and wireless, lighting/LED boards, etc.). EIC has been UL certified for metal-clad PCBs with a standard dielectric, and can work with various thicknesses of aluminum and copper metal cores, offering precise machining tolerances and high-quality fabrication services for effective thermal management and long-term board reliability. EIC offers



everything from simple to complex multilayer constructions depending on what the customer needs.

EIC uses state-of-the-art materials and configurations including the T-lam thermal lamination system, which includes T-Preg thermally conductive dielectric/ Prepreg, DSL or double-sided metal core laminate, and IMPCB's, insulated metal printed circuit boards.

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### More Inside...

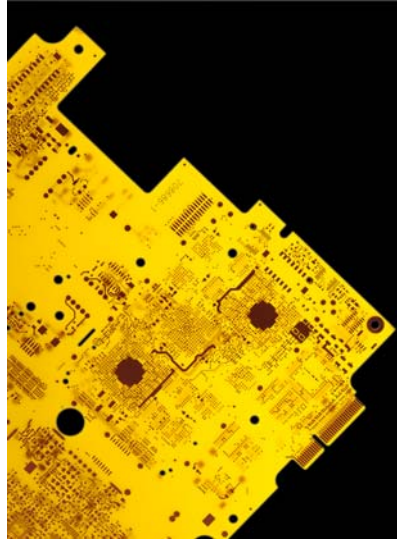
- **Prevent Problems with Data Verification**
- **Need SMT PCBs? EI Has Them...**
- **EIC Selects Asian Partner for Volume Orders**

## EIC Thermal Management

*(Continued from front page)*

Other constructions include 2-layer T-lam, hybrid IMPCBs with FR-4/T-preg, multilayer metal base construction, and multilayer FR-4/T-preg hybrids.

Since the design of thermal management type boards can be problematic, we also offer our customers design counseling services so that their product will come out right the first time. In addition, we perform and provide a thermal analysis for them of their planned designs and provide feedback that helps them ensure proper and efficient function as well as long-term product reliability.



Our thermal management PCB products dissipate heat effectively, keeping components cool which results in increased performance and life. The materials that we use provide outstanding thermal performance with high dielectric strength and low capacitance; in our carefully-engineered constructions, they can eliminate the need for fans, heat sinks and heat spreaders.

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"We are very pleased with the overall supplier performance for timely deliveries and response to our special needs...we are looking forward to a long association with EIC" - *Susan Benker, Quality Assurance Supervisor - Calnex Mfg. Co. Inc, CA.*

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## Pratish Patel Appointed Technical Director of SMTA Great Lakes Chapter

Pratish Patel has recently been appointed Technical Director of the Great Lakes Chapter of the Surface Mount Technology Association (SMTA). In his new position, Pratish will direct the 140-member chapter's technical programs. The volunteer officers and leaders of SMTA local chapters and affiliates plan the majority of association events, serving regional networks of industry professionals.



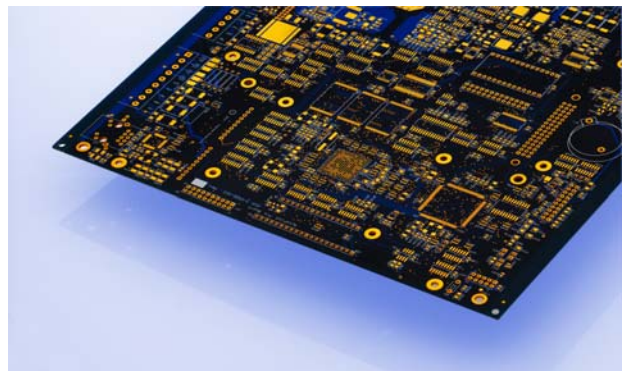
Pratish Patel founded Electronic Interconnect Technology Inc., a professional printed circuit board designer and manufacturer in 1985. EIC serves design engineers and contract assemblers, providing all types of PCBs from single-sided to complex multilayer boards and Surface Mount (SMT) boards from prototype through production.

### About the SMTA

The SMTA membership is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including microsystems, emerging technologies, and related business operations. Chapters are located throughout the United States and the world. For more information, visit [www.smta.org](http://www.smta.org).

## Now: EIC Offering SMT Board Fab Services

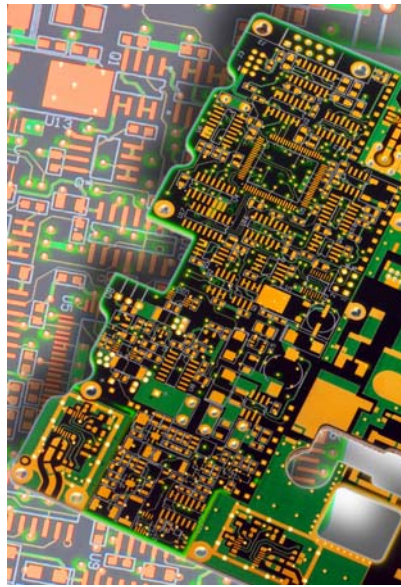
EIC now offers a wide range of SMT PCB design and manufacturing services. "We have the capabilities to manufacture all types of Surface Mount printed circuit boards, not only 100% SMT, but also mixed technology boards, single-sided, double-sided, and in multiple layers" says Pratish Patel. "Not only can our engineers help with design of the board to head off potential assembly problems, but our capabilities in the SMT arena are wide-ranging, including all types of component footprints from standard to fine pitch, from BGAs to micro-BGA land patterns."





## EIC Partners with Asian PCB Supplier for Volume Customers

EIC has partnered with an Asian supplier of PCBs to provide cost-competitive PCBs to its high-volume customers. In making the announcement, Pratish Patel said, "Although we continue to manufacture our own high-quality and custom PCBs right here in the Midwest for the majority of our customers, the competitiveness of our high-volume customers' products are often cost-driven and they need PCBs that are volume-priced. It's



important to note that the same high level of quality assurance, service, design and engineering help, and other support assurances that EIC is known for, all apply to these products equally." Patel adds that a great deal of effort, negotiation, selection and screening went into the partnership choice; "We had to make certain that these products absolutely meet the high standards of quality, consistency, performance, and availability that we apply to our own manufactured products" Patel adds. "It took awhile, but in the end we are pleased with this new arrangement and with the high quality and competitive cost of these boards."

EIC offers a wide range of SMT PCB design and manufacturing services, and manufactures all types of printed circuit boards, not only 100% SMT, but also mixed technology boards, single-sided, double-sided, and in multiple layers.

## Data Verification Makes Sure it's Right The First Time

EIC now offers a full range of data verification services to its printed circuit board customers. Data verification of files ensures that problems in design are caught before the first prototypes are generated.

"This is a very important service, in keeping with EIC's overall mission of total customer satisfaction and support. Data verification helps ensure a quality product for our customers" Pratish Patel says. "We run extensive DRC/DFM analysis on all incoming Gerber files, prototypes or production, so that any issues or concerns that we find are quickly relayed to our customers. We have a very experienced engineering staff whose members are well-trained to detect and resolve problems; they do it on a daily basis."

Data verification, Patel adds, helps customers sort out PCB design and DFM issues before they become real production problems later on. "One example of this is our offers IPC Netlist Comparison. IPC Netlist Comparison shows if there is



either an electrical Open or Short present in the Gerbers, which was not present in the original PCB design. At this point, we have an opportunity to contact the Design Engineer and alert him/her about this issue and try to resolve it together."

See what we have to offer you at [www.einterconnect.com](http://www.einterconnect.com)



**EIC News** is the quarterly newsletter of Electronic Interconnect Technology Inc. (EIC), a professional printed circuit board manufacturer located in the Chicago area, and manufacturing printed circuit boards in the U.S. since 1985. EIC serves design engineers and contract assemblers, providing all types of PCBs from single-sided to complex multilayer boards from prototype through production. Our state-of-the-art manufacturing facilities offer precise craftsmanship through production and testing. Located near the world's busiest airport, Chicago-O'Hare, EIC offers same day shipping in many cases. For more information, visit [www.eiconnect.com](http://www.eiconnect.com), or contact the company at 2700 W. Touhy Avenue, Elk Grove Village, IL 60007, Tel. 800-364-4844. For more information, visit [www.EiConnect.com](http://www.EiConnect.com). ©Copyright 2009 EIC.

## EIC's Recipe for Surviving (and prospering) During Lean Times

EIC continues to thrive and grow even in tough times. The answer lies in our approach to our business, and the application of lean manufacturing principles to the EIC game plan. 'Lean' manufacturing is a methodology that focuses on minimizing the resources required for production by eliminating waste (non-value added activities) that inflate costs, lead times and inventory requirements. Anything that does not add value to the final product or service is eliminated.

At EIC, we have developed an edge by offering a wide range of customer services that must accompany almost any custom job, particularly design and engineering help and a close-working approach. EIC focuses on providing a higher



level of engineering assistance to the board customer. "In this way, we eliminate potential problems and waste up front before we get to the manufacturing stage" Pratish Patel says. "This prevents lost time and added costs, in line with lean principles. We work together to help the customer reduce the cost of products. This requires greater communication and transparency between customer and supplier. To do this, EIC has invested greatly in its web site to turn it into an enhanced mode of communication between EIC and its customers. Better communication gives EIC engineers early opportunity to work with the customer's design in suggesting ways to improve it for manufacturability, streamline the process, and avoid errors ahead of time.

"We've developed our own unique approach to the design, quoting, tracking, and other steps in the chain that streamline the entire process to make everything easier for the customer." Patel says that as a result, "Rejection is minimal, and yield is the name of the game. This dynamic results in an economic solution whereby the higher yields really translate into savings and better pricing for the customer."