

About...

ANR advertise in Electronics Sourcing

“True meaning of Turnkey Manufacturing”, is what ANR’s managing director, Nick Wilson, discussed with Electronics Sourcing in the January 2007 edition.

ANR Manufacturing is changing. The company has been adapting over the last six months to a new strategy, developed from talking to clients and understanding the markets needs.

ANR’s existence is down to customers’ demand for manufacturing requirements, whether for one part of the company portfolio or the whole package. The company is continually listening to it’s customers’ needs and adapting quickly to the requirements of existing and potential new opportunities.

These partnership agreements, plus diversification into new market sectors, is allowing ANR to develop its key strengths and USP’s, whilst maintaining a focus on it’s origins: the broadcast and communications industries.

There is much emphasise on UK subcontract manufacturing, trials and tribulations combined with uncertainty and constant change. However, ANR is working to set itself apart.

ANR’s managing director, Nick Wilson, said: “We find ourselves at present offering fast turnaround for both complex low volume assemblies and volume throughput in our electronic division. For the next 12 months, through customer feed-back, we cannot see this changing. While there is uncertainty and reluctance to commit, our customers are looking for high quality fast-turn production as they cannot forecast requirements much more than three-weeks in advance.

Beyond turnkey

“With a key strategy change within our company, we are aimed strategically at offering solutions to our customers. The UK has many PCB and cable assembly house, offering in the main, a quality service. However, ANR’s strength is beyond ‘turnkey’ manufacturing as we’ve three other divisions supporting our business.

“We have a distribution division, which primarily supports current clients requirements and also supports our manufacturing arm. Our engineering division also supports this business, offering us a unique selling point. Although other companies state they offer turnkey or box build services, they often rely on third party input.

“Here at ANR everything is under one roof. From the enclosures, boxes or component manufacturing, through to PCB population and cable assemblies, we control all aspects of manufacturing”.

With agreements with four global, low cost, moulding and over-moulding houses, ANR can also offer customers a new range of bespoke services.

This control, combined with flexibility, is helping ANR offer precision, high quality products, on short lead-times. Customers are demanding this and ANR is responding by extending this model for future growth.

In addition to full in-house manufacturing, ANR also offers design support, product test and logistics support including packaging and global shipping.

Nick continued: “Due to short term objectives of fast-turn quality production and long-term objectives of low-cost overseas manufacturing, we see a strong future for companies offering full solutions and flexibility.

“RoHS compliance has been interesting for ANR as we are offering both RoHS and non-RoHS manufacturing. Many high end technology customers are RoHS exempt, which means we are continuing to offer both compliant and non-compliant assemblies.

Component stocks are segregated, while manufacturing processes are defined prior to build through consultation and product awareness notification.

“ANR’s investments over the last year has been an increase in technical staff, while investment in plant is paramount to continued growth. A new five-axis machining centre was installed in January 2006 and our third surface mount line is planned for early 2007. New inspections and testing facilities are also planned”

Current demand and future growth

To enhance growth, ANR is looking to expand its premises by 75% to cope with current demand and future growth. This will provide capacity for production, stock storage, finished products and offices.

