

Talking with Sunrise PCB

Here is my Six Pack interview with Sunrise PCB's Ashok Patel

Dan: Ashok it's always a pleasure talking with you. Can you tell me a little bit about your company?

Ashok: When we started the company in 1997 our intention was to do exactly what we are still doing and that was to build high tech boards quickly. From my work at previous companies I knew that there was a great demand for quick turn around and for high tech QTA and yes for small volume prototypes. I also knew that most companies only wanted production so I felt that there would be a good niche for the high mix / small volume orders. So we started the company and we have been successful from day one.

Dan: Tell me something about your technology?

Ashok: Besides building the more basic technology 2 to 8 layer boards with 5 mil lines and traces we can also build high tech boards with traces down to 1.5 mils. We also specialize in unique materials, as well as RF and metal backed boards and flex and rigid flex, as well.

Dan: And you can deliver all of these products on a quick turn basis?

Ashok: Of course. Our standard lead-time is 3 days. We build everything in 3 days at the most. We also do a lot of same day turns on lower technology work. If someone comes in at say 11:00AM with a requirement for a double-sided board we can deliver it that same day.

Dan: I assume the more complicated technology boards take longer?

Ashok: Sure they do, but still we try to get everything done in three days or less. One of the things I want to mention is that if someone comes in with a technology that is beyond us which means we have to "No Bid" the job, we will take the data and work on building it on our own time and on our own dime. Then once we have learned to build it we call the customer back and ask for another chance next time. We have received a lot of business by doing this.

Dan: Wow! That's very impressive. Can I ask you about your use of Taiyo Products?

Ashok: Absolutely. I want to talk about the products they really excel at, the products we use on our RF, and Flex and Rigid Flex boards. I can tell you that they have really solved the issue that everyone had with white solder mask for RF boards. They have done a great job with that. When it comes to new products that require engineering help there is no one better than Taiyo.

Dan: Great thanks for that. Now one last question, one that I always ask; what do you see for the future of our industry in terms of technology?

Ashok: Obviously PCBs are getting smaller all the time so I see a growing need for denser boards where 4/4 trace and space is the norm and 1/1, 2/2 is right around the corner. We are heading towards Nano technology very quickly. I would urge Taiyo to stay ahead of that curve because as that all happens we are going to need their help with our solder mask requirements.

Dan: Well Ashok thanks again for talking with me today, I appreciate the time you've taken from your busy schedule.

For more information about Sunrise PCB go www.sunrisepcb.com.