

## DAN'S SIX PACK with Dan Beaulieu

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**Dan:** I know that you do a lot of high tech work at American Standard, how do you feel that Taiyo's products help you with that?

**Anaya:** We use Taiyo's solder mask and non-conductive via fill material. We feel that from a technology perspective the PSR-4000 HFX really helps us on the Teflon materials and also often on our rigid-flex boards; we offer this as an alternative to our customers instead of cover layer. If the application is not a dynamic flex application, it gives the customer a lower cost and quicker turn time on their product. We have had very good success using the non-conductive via fill material THP-100DX1 VF for via in pad applications.

**Dan:** Do you take advantage of the fact that Taiyo offers so many different colors? How does that work for you?

**Anaya:** Yes we do take advantage of the colors based on our customer's requirements. Our preference from a manufacturing perspective would be to have a minimum number of colors; however, we need to satisfy our customer's demands.

**Dan:** Tell us a little about your company. What are you focused on *primarily* at American Standard Circuits?

**Anaya:** At ASC we consider ourselves a full service provider to our customers. We manufacture RF / Microwave PCB's, Flex, Rigid-Flex, High Speed Digital and FR-4 boards. We also manufacture metal backed boards and metal core boards. On our metal backed PCB's, the PCB can be either electrically connected or isolated from the metal. We manufacture prototype volumes thru high volume manufacturing in North America. We also provide all of our technologies including metal-backed PCB's in a quick turn environment. We tend to work with our customers on R&D and have several patents, as well.

**Dan:** Anaya, how do you see our market here in North America at this time?

**Anaya:** The North American market place has been challenging for many years. This is why we continue to see companies shutting down operations. The overall market appears to be shrinking, however, for smaller companies there are still opportunities. In order to differentiate yourself, you need to keep investing in people, technology and capital. We also need to be an extension of the customers' technology teams so that we can help them to solve problems / issues, because over time most of our customer's resources have also shrunk. One needs to be focused on customer service and make doing business with them easy. It is also important to partner with suppliers that can support us from that perspective and be an enabler for us to succeed in the market place.

**Dan:** What is the best thing about using Taiyo products?

**Anaya:** Consistency and dependability.

**Dan:** Are there any products that you would like to see Taiyo working on for you?

**Anaya:** Yes, we would like to see them work on white solder mask. I know this is a tough color for anyone to work with, but we could really use a great solution there. We can also use Taiyo's help in continuous improvement processes that enable them to offer their technology in an even more cost competitive way. We see severe pricing pressure from our customers and would really like to see all of our suppliers bring more cost effective solutions so that we can meet our customers' needs in North America as opposed to them wanting to go to China.

**Thanks Anaya, I really appreciate you taking the time to talk with me today, good luck the rest of this year and into 2015.**

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