

Talking with Holaday Circuit's Pat O'Keefe

Dan: Pat thanks for doing this interview with me. First of all tell me about you. What is your role at Holaday?

Pat: Thanks for the opportunity Dan. I am one of the Manufacturing Directors here at Holaday.

Dan: And now can you tell us something about the company? How long have you been in business? What is your niche? What is your technology, that sort of thing.

Pat: Holaday Circuits, under its present ownership, was started in 1976 so has been producing circuits for a little over forty years. Our foundation is the aerospace industries. Holaday still manufactures some of the original legacy parts that we first built, alongside today's highest technology products such as micro vias, ball grid arrays, metal core products, high frequency designs, controlled impedance, and blind and buried vias, all within multiple sequential lamination combinations. We feel we provide a very wide range of the industry's highest technology printed circuit boards.

Dan: And how are things going for you guys at this time?

Pat: Very well, thank you. New innovative, challenging designs are presented almost daily, keeping engineering and manufacturing busy. We are continually looking ahead for new technologies in materials, processes and equipment.

Dan: How do you see the North American market these days?

Pat: I see the North American market strong with new products and technologies, but still struggling with overseas competition. In addition I see North America struggling to entice the new work force into the printed circuit manufacturing environment.

Dan: Let me ask you about Taiyo. How long have you guys been using Taiyo products? And why do you prefer them?

Pat: We have been using Taiyo products almost exclusively for 10 years now. Their products and processes offer a reliable solution right out of the box that perform as presented without multiple supporting process adjustments. Their customer service is excellent, easy to communicate with and anxious to resolve any issues that may arise. Taiyo appears to be addressing the latest technologies and trends such as the explosion in digital imaging and inkjet technology. They appear to me to be an organization who wants to present the industry with not only a solution to a problem, but a path to the challenges in the future.

Dan: Okay just one more question. Are there any products that you would like to see Taiyo develop in the future that could help you out?

Pat: Continued development of inkjet processes and equipment, in addition to the ongoing development supporting digital imaging technology.

This talk with Pat should remind us that there is hope for the North American PCB industry. That if you can offer your customers a strong overall PCB solution, one that provides customers with products that cannot be built offshore you will not only survive, but like Holaday Circuits, thrive, as well.

For more information about Holaday Circuits go to www.holaday.com