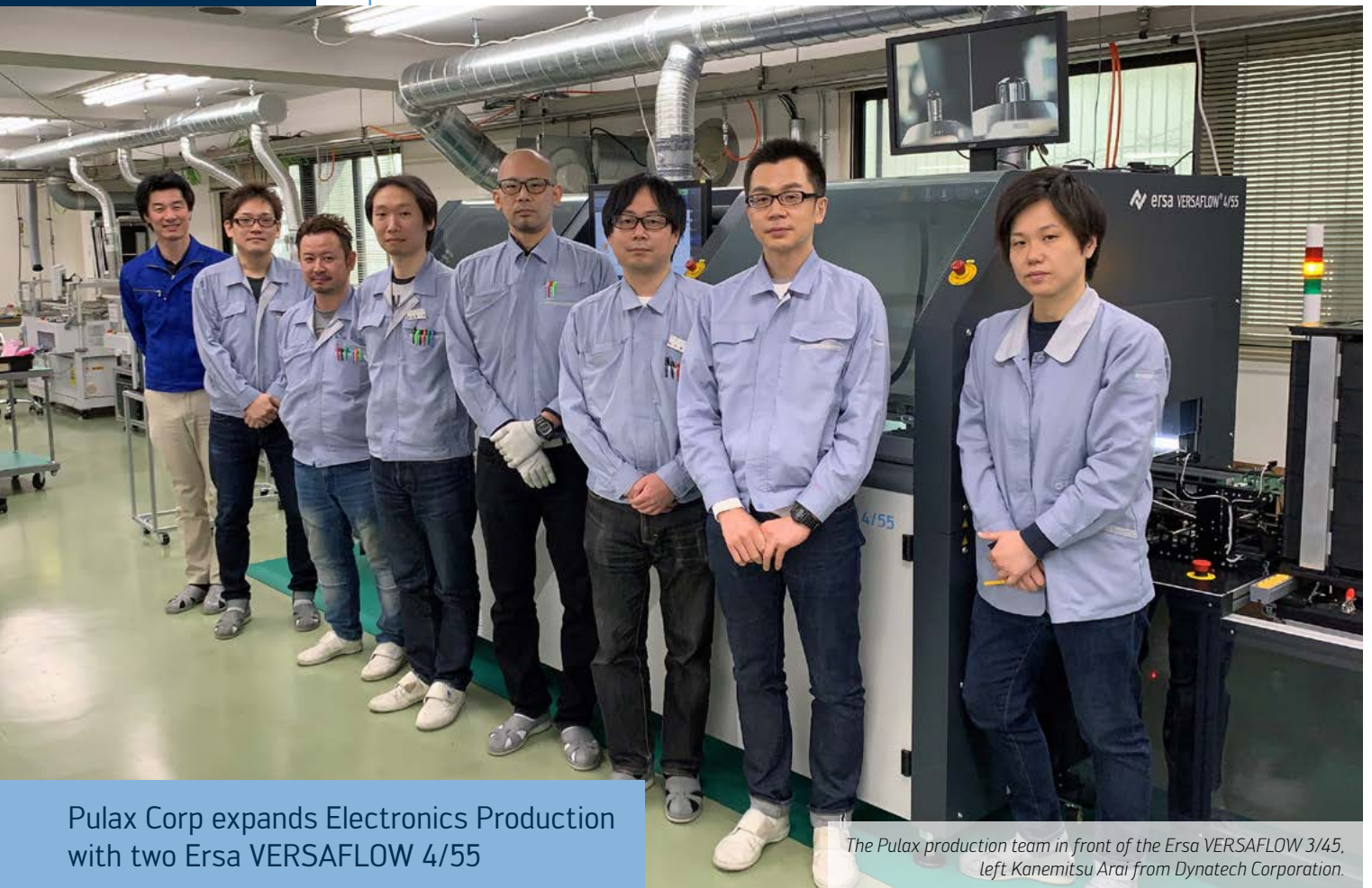


## User report



Pulax Corp expands Electronics Production with two Ersaflo 4/55

The Pulax production team in front of the Ersaflo 3/45, left Kanemitsu Arai from Dynatech Corporation.

# Big Quality Jump in Japan!

Founded in Tokyo in 1964, Pulax Corp has established itself over the course of 55 years as a specialist for high-quality electronic components. With 160 employees, the Japanese EMS service provider offers its customers comprehensive services ranging from prototype development, creation of embedded systems, PCB de-

sign, simulation, parts procurement and assembly to series production. At the end of 2018, the organically growing company strengthened its electronics production with two Ersaflo selective soldering machines VERSAFLOW 4/55, provided by Dynatech Corporation, Japan's longstanding representative.

### Author

Tobias van Rossem  
Area Sales Manager  
Ersa GmbH

published in  
productronic 04/2019  
in Germany



*Dynatech Vice Kanemitsu Arai (left) with Ersa process engineer Lothar Rodemers at the Ersa Demo Center in Wertheim.*

The first contact between Pulax Corp and Dynatech Corporation goes back to Japan's most important electronics manufacturing fair – the NEPCON, which has been held regularly since 1972 and took place for the 47th time in the capital Tokyo in January 2018.

Dynatech Corporation, a family-run company that has been active in the electronics business in Japan for 30 years, was also represented there with a joint Ersa/Dynatech trade fair stand in order to introduce the Ersa soldering spectrum to well over 100,000 trade visitors. Since 2006, the Dynatech product portfolio has included Ersa soldering tools, soldering and desoldering stations, rework and inspection systems as well as accessories and services. Due to the commitment and success of Dynatech in the Japanese market, it only took three years for the company to become an Ersa representative for Japan. Since 2016 Dynatech also offers Ersa selective soldering systems in the Japanese market and has already installed numerous soldering systems for customers.

Kanemitsu Arai is responsible for the overall growing Ersa soldering business on the Dynatech side – the Vice President is a regular guest at the Ersa Demo Center in Wertheim am Main: whether as participant of the international sales meeting, for further training or against the background of concrete customer projects – in order to get to know the latest features and technologies of the Ersa soldering family in detail.

### FERTILE FIRST CONTACT ON THE NEPCON JAPAN

Back to the NEPCON, which was also visited by Pulax Corp – this is a small, very agile EMS company, which is specialized with its 160-headed, powerful team on very high-quality electronic components, which are produced in small lot sizes. "Pulax Corp is a very interesting customer for us – we met Pulax Managing Director Mrs. Yoko Hayashi at NEPCON Japan in Tokyo.

Mrs. Hayashi is a big fan of German engineering – in the form of powerful machines and she drives a vehicle of a German premium car manufacturer herself," reports Dynatech Vice President Kanemitsu Arai. After the fruitful first contact at NEPCON in January 2018, a Pulax delegation registered two months later to visit the Dynatech demo room to see a fully installed Ersa selective soldering system live. As pure EMS service provider Pulax did not bring test boards with them, nor were any specific requirements defined for the future soldering system. This was not necessary either, because the VERSA-FLOW 4/55, the world's leading inline selective soldering system, has enough impressive features: the intuitive ERSA-SOFT 5.0 user interface, a motor-driven adjustable y-axis for fluxer and solder module, full convection preheating and a 508 x 508 mm processing area in the throughput, which again ensure increased process flexibility and maximum process reliability.

*Mrs. Yoko Hayashi, Managing Director of Pulax Corp.*



Kanemitsu Arai from Dynatech Corporation (Mi.) with process engineer Lothar Rodemers (left) and Ersa Area Sales Manager Tobias van Rossem.



“The Pulax team just wanted to see how the machine worked and how other customer boards passed through the system. In addition to the machine presentation, Pulax only saw one or two boards in the test run – and that was enough for a decision on two soldering machines,” says Kanemitsu Arai, still amazed at the extremely fast decision making. Pulax said they understood the machine’s performance directly and were very impressed. Without conducting extensive technical tests, Pulax immediately recognized the Ersa system’s potential for flexible production with higher quality and increased productivity.

There were possibilities for comparison, because Pulax had previously used selective machines from a Japanese manufacturer in production – in addition to many programs, the machine operators had to carry out numerous manual operations and possess a great deal of soldering know-how in order to achieve an appropriate product result. In view of the flexibility in terms of programming and future productivity, the Pulax management did not consider the price to be at the forefront, even though it was of course being negotiated.

“This is indeed unusual, because in Japan numerous technical tests usually take place over a long period of time before a purchase decision is made. In Sweden, for example, companies buy their systems on the basis of references, whereas in Japan they usually rely on a detailed evaluation at the technical level,” says Tobias van Rossem, Ersa Area Sales Manager in charge.

## CLEAN PRODUCTION FOR HIGH-QUALITY PRODUCTION

Two months after the appointment at the Dynatech Demo Center, Pulax Corp ordered two Ersa VERSAFLOW 4/55 selective soldering machines with two pots in mid-May. Further options and individual configurations were not necessary, as the standard equipment already provided everything Pulax needed to further expand its stable business with continuously growing sales. To this end, the production area is gradually being expanded, and Pulax’s management can rely on its workforce, which has virtually no fluctuation, for the plans. Perhaps this is due to the fact that Mrs. Hayashi, as Pulax Managing Director, is less to be found in the management office than directly in production in the operator’s outfit, where she knows how to operate each and every machine with dreamlike safety. Who wouldn’t want a boss who sees herself as the first employee of her company and actively helps with her own production? She attaches great importance to “Clean Production”, an important prerequisite for “High-Quality-High-Reliability-Production” – a claim to which the high-quality machines from Ersa fit perfectly in order to practice “High Mix, Low Volume” in pure culture.

## BOTTLENECK LEADS TO RE-ASSEMBLY ON SITE

Another four months later, the two selective soldering systems were installed and ready for production – before this could happen, a specific requirement



*Pulax electronics production with one of the two Ersa selective soldering systems VERSAFLOW 4/55.*

had to be met. Ersa process engineer Lothar Rodemers travelled specifically to Tokyo to carry out the installation on site. The access door to the Pulax production plant is only 1.8 m wide – to get the VERSAFLOW systems through this bottleneck, the switch cabinet and machine housing had to be separated. No problem for Lothar Rodemers to re-assemble the elements directly at the production site for one hundred percent functionality – to do this, around 300 cables had to be wired correctly, a puzzle that the experienced Ersa technician reliably completed and which was immediately followed by several days of training for the Pulax machine operators. The machines have been running since the end of November and the customer Pulax is satisfied and happy with the two Ersa soldering systems, which have brought their electronics production to a new level. Since then, Pulax production has focused much more on automated processes for reproducible results of the highest quality.

There is no difference between the machine demonstrated in the Demo Center and the two soldering systems now installed at Pulax. "Due to our good business relationship, Dynatech customers can also inspect production at Pulax. It happens again and again that our customers want to see the machines in a real production environment – not always as a matter of course that a customer opens his electronics production for other companies. But here at Pulax that's no problem, a great opportunity for which we're very grateful," says Kanemitsu Arai, who would like to take this opportunity to express his thanks for the order and is happy to accompany the Dynatech team along the Pulax path. ■

*Pulax location in Japan's capital Tokyo.*



**Ersa GmbH**  
Leonhard-Karl-Str. 24  
97877 Wertheim  
Phone: +49 9342 800-0  
info@ersa.de  
www.ersa.com

Ersa North America  
usa@kurtzrsa.com

Ersa Shanghai  
info-esh@kurtzrsa.com

Ersa Asia Pacific  
asia@kurtzrsa.com

Kurtz Ersa Mexico  
info-kmx@kurtzrsa.com