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## **Cirtech EDA - A New Force in South African Electronics**

The business unit merger of two of South Africa's well known PCB manufacturing companies took place on 1 March 2015.

The PCB manufacturing business units of Cirtech Electronics and EDA Technologies have been joined to form Cirtech EDA (Pty) Ltd. Each company brings its own unique strengths to the partnership and they are confident that the synergies created by this joint venture will ensure its customers of the utmost quality and service levels.

The arrangement is a win - win situation both to Cirtech EDA as well our valued clients who demand the highest levels of performance from the supplier of their key component, the PCB.

According to Stephen Sher, CEO of Cirtech: "This merger brings together a wealth of PCB knowledge and hands-on experience from both companies. As a result, Cirtech EDA will offer superior expertise that both our customers and staff will benefit from. Our greatest assets have always been our people and by joining forces we have made a huge increase in the quality of that asset. EDA Technologies has been partnered with the NCAB Group over the last 5 years, and this source of high-reliability PCBs will greatly benefit our existing customer base. In addition, Cirtech has invested heavily over the last few years in in-house systems to manage the thousands of part numbers, IP of clients, and traceability of products. The alliance is sure to benefit our industry."

Nechan Naicker, MD of EDA Technologies is also excited by the opportunities now available to customers: "EDA Technologies has steadily grown the NCAB brand in South Africa, to the extent that NCAB is well established as a supplier of top quality and high reliability printed circuits. This is not surprising, considering the solid reputation the company has acquired globally. As the world's #1 PCB supplier, with head office in Sweden and offices in all major markets, NCAB is setting a global standard in PCB quality.' Nechan continues: "The alliance with Cirtech Electronics immediately addresses some of the shortcomings that EDA has had to address due to the exponential growth in business over the last two years. With better working systems in place, we can now address the client's design needs more fully and focus on much higher levels of customer satisfaction. We only see positive results for our clients."

### **Smooth Transition**

Customer relationship continuity is always key to a smooth transition. Customers will be dealing with the same people they always have dealt with, however with the focus now on higher customer satisfaction levels and better quality products.

Apart from the significant increase in the skills and value-added services being offered by Cirtech EDA, it will be business as usual for existing customers. All existing Cirtech Electronics and EDA Technologies quotations and orders will now be handled by Cirtech EDA. Customers will not experience any disruption.

The new company will maintain offices in Westlake, Western Cape and in Centurion, Gauteng.

## How our customers will benefit

The merging of EDA Technologies and Cirtech Electronics will significantly improve the in-house expertise and service offerings to our clients.

Cirtech Electronics has a solid reputation for excellent logistics and customer service which are backed up by world class systems. With decades of industry service behind them, Cirtech Electronics has developed solid relationships with local customers. With well set up internal quality control systems, CAM engineering, and logistics support, Cirtech EDA will benefit from a full complement of professional pre and post-sales service.

EDA Technologies has been the sole South African representative of the NCAB Group. Based in Sweden, this global company brings unprecedented quality levels to the manufacture of PCBs. As an example, every single NCAB PCB is made to IPC Class-III hole plating, far superior to the industry standard Class-II. With branches in 14 countries and representation in many more, NCAB are in a position to dictate the use of the best quality materials in the highest levels of production standards in the world – and they bring this to the market at a reasonable cost. In addition, EDA Technologies has been offering world-class electronics seminars and workshops in South Africa since 1997, with many professionals testifying how this has built up the local electronics industry's expertise and knowledge base in order to be more competitive in the global market.

EDA Technologies will continue to offer its training courses as well as sales and support of Altium products in South Africa. While these business units will not form part of the merger, Cirtech EDA will have full access to the electronics design tools and design expertise that EDA Technologies has.

## Focus on Your Key Component™

Andy Liu, NCAB Sales Director commented: "We are excited with the new opportunities that the merger of the PCB manufacturing business units of both companies brings to the local market in South Africa. We have experienced wonderful growth from South Africa over the years, and are always astounded by the high-tech designs we see coming out of the country, sometimes leading edge globally. You can be proud of your design community!" In addition says Andy "With technology demands increasing very rapidly, NCAB Group is well poised to make any technology PCB in our factories in Asia and Europe, large or small volume. Most importantly, we don't just sell PCBs, we sell sleep."

"We see that bringing the core business of PCB manufacturing under the new focused entity Cirtech EDA combines the best of both worlds, say Andy, "and we are confident that this will improve quality and delivery performance on all levels." Regarding his upcoming visit to South Africa in March, Andy says: "I am so excited to meet many new clients and will be happy to address any concerns or requests you may have."

"Look out for lots of value-added services such as frequent technical webinars, a much improved website with real-time customer interaction, and a customer login portal" says Nechan.

Says Stephen: "NCAB's slogan is YOUR KEY COMPONENT™, and that is something that we will zoom into to ensure that Cirtech EDA brings even higher levels of satisfaction to clients as we deliver their key component to them."

For more information, please visit [www.cirtech-eda.com](http://www.cirtech-eda.com) or contact:

**Stephen Sher** (Managing Director)  
stephen@cirtech-eda.com  
021 700 4905

**Nechan Naicker** (Business Development Director)  
nechan@cirtech-eda.com  
012 665 0375