

E by SIPLACE: GFO!

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2015 is an exciting and monumental period for ASM Assembly Systems. We released the E by SIPLACE, the first mid-range placement machine in our SIPLACE's portfolio. With the successful release of the new machine, improved footing in the SMT market for ASMPT is certain.

E by SIPLACE is developed to address the 2.2 market segment, which is a mid-speed segment. Due to the competitive pricing and thus lower initial investment outlay, this new mid-range platform provides 2.2 customers an attractive alternative to our high-speed platforms.

Besides being the first mid-range platform, it is also the first machine with development spanning across Singapore, Munich, Hong Kong and China. And for machine assembly, the E by SIPLACE is fully produced and tested in Singapore. E by SIPLACE is indeed an international product.

From market survey to conceptualization, development and market launch, each and every step will not be possible without the dedication and support from every global team of highly motivated colleagues. Although usually associated with a little different meaning, GFO for E by SIPLACE it means: Got the First Order!



E in Germany



TecDesign, a small EMS company from north of Germany, is currently using Juki, and is going to replace their existing two lines with E by SIPLACE. Impressed with the technical features of our system, and trusting the support capabilities of our distributor SmartRep, the Managing Director of TecDesign signed the contract right at the show.

E for Showtime



During the two recent, highly successful trade shows in Shanghai (April) and Nuremberg (May), E by SIPLACE made its official appearance in the market and was met with huge interest from potential customers and distributors alike. The result in our order book: two lines, with two machines each, from two customers.

E in China



Kedu, a Chinese manufacturer of industrial electronics, got to know E by SIPLACE during the show in Shanghai. While our technicians at the booth explained the functional advantages compared to the existing alternatives in this segment, our distributor Winstate was working-out the details for future support. After 1.5 days at our booth, and a follow-up at their new site in Hangzhou, Kedu placed the PO for their first line of E by SIPLACE.

E goes GFO



Meanwhile our team of sales and service partners grew to 9 distributors in China and Europe. With more joining the E-community every month, and with the market launch for Southeast Asia coming-up in September, we're looking very much forward to Get Further Orders!

