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July 21, 2014

Firstronic Establishes Greenfield Facility in Juarez, Mexico

Grand Rapids, MI—Firstronic LLC is launching a 70,000 square foot facility in Juarez, Mexico and has begun the facility preparation. Equipment installation is scheduled in mid-August and the facility should be fully operational early in September.

“The latest Boston Consulting Group Cost-Competitiveness Index indicates Mexico has lower average manufacturing costs than China. It also found that China’s cost advantage over the U.S. has shrunk to less than 5 percent. We feel that adding a facility in Mexico is critical to providing our customer base with strong North American manufacturing options that combine a cost competitive ‘Made in USA’ solution with a Mexican manufacturing facility for customers seeking to increase local content. We will also continue to provide solutions in Asia and the EU with our joint ventures in China and the Czech Republic,” said John Sammut, Firstronic’s President and CEO.

The new facility is only about five minutes away from the Mexican border, ensuring a convenient commute for customers choosing to stay in El Paso, TX while visiting the facility. Initially, it will have two SMT lines, with plans to eventually expand to seven lines as the business continues to ramp up.

“The Juarez facility combines the best of both worlds: a quick commute for customers and the cost advantages of Mexico. It also simplifies logistics for the automotive customer base we support in Mexico,” added Sammut.

Firstronic has been laying the groundwork for this expansion for the past year. The equipment that is being installed in the Mexican facility has already been purchased and the key employees have been retained to ensure that the launch will be a success.

“The senior management team we’ve assembled over the last year has extensive experience working with US and Mexican operations. Many of the staff we are recruiting for our new facility have worked with me and/or others on our team before, so we are ready to hit the ground running,” said Sammut.

About Firstronic LLC

Firstronic LLC (www.firstronic.com) provides advanced electronics manufacturing services and optimized supply chain solutions for companies in a wide range of industries including automotive, industrial and medical device. Headquartered in Grand Rapids, MI, Firstronic has a 35,000 square foot facility, state-of-the-art equipment and a seasoned management team with an average tenure of 20 years and a 70,000 square foot facility in Juarez, Mexico. It also supports companies needing access to global manufacturing locations via operations in China and the Czech Republic.