



**ELECTRONIC
SYSTEMS INC.**

LEGENDARY SERVICE
INTEGRITY, RESPONSIVENESS, & FLEXIBILITY

WWW.ELECTRONICSI.COM • SUMMER 2021

ESI EARNS TOP HONORS

By Gary Larson, President, glarson@electronicsi.com



This spring, Electronic Systems, Inc. (ESI) received the 2021 Service Excellence Award (SEA). This award is based on a third-party survey of our customers, conducted by the lead trade publication, *Circuits Assembly*. The survey

asked customers of ESI and our competitors to rate their suppliers in five categories: quality, technology, value for price, responsiveness, and dependability/timely delivery.

Circuits Assembly announced SEA winners in each of the above categories and the company with the Highest Overall Customer Rating. I'm proud to announce that ESI received the Highest Overall Customer Rating, compared to our peers with \$30 to \$100 million in sales.

As you walk through our lobby, you will note that ESI has won SEA's Highest Overall Customer Rating before — in 2016, 2017 and 2018. The most recent survey by *Circuits Assembly* was conducted in 2020, during the pandemic. This award should tell you we live up to our goal and culture of providing Legendary Service.

If you go online to rent a hotel room or an Airbnb, you look at the feedback the business' customers have given. Similarly, when you see



a service award like this which rates ESI at the top, you know you are doing business with a company whose customers deem it reliable.

A recent industry publication estimated as high as 80 percent of companies purchasing the kind of circuit boards manufactured by ESI are talking about reshoring their supply chain after COVID.

The SEA award identifies ESI as a qualified, certified, domestic electronics provider. If you are looking to build your electronic assemblies domestically, we can get the job done.

CONTINUED ON PAGE 2 . . .

“We have used a number of international suppliers in the past. ESI provides superior communication, superior product reliability for a comparable cost.”

— SR. ENGINEER, INDUSTRIAL
CONTROLS COMPANY

INSIDE

- Soldering Robot Added To Line2
- Quoting Process Offers Options2
- Motivated & Motivating to Others ..3
- Certifying Two New Lean Leads4

SOLDERING ROBOT ADDED TO LINE

By Paula Schmidt, Manufacturing Engineer

The custom robotic soldering machine is a robot that solders our printed circuit boards (PCBs) in place of an operator. Its goal is to take the place of the hand-soldering process with repeatability and consistency, resulting in improved quality.

The machine pictured here has fiducial recognition, so it solders in exactly the same spot each time. It solders inside a housing, so it has an independent iron and wire feed that allows it to solder in very tight spaces.

This robotic soldering machine also has laser height measurement, so it knows exactly the level of the PCB. It goes to the right spot at the right height, ensuring solder joint accuracy.

Some PCBs have components on both sides. Most often, these PCBs can be soldered with a wave soldering operation or a select soldering operation.

However, when there are other components nearby, select solder and wave solder are not an option. The robotic soldering machine uses a solder operation which is a tip and wire going to the exact point. This provides for more precise soldering with no variability.

While it is running, there is always an operator near the robotic soldering machine, to ensure all operations are continuously performed.

The primary goal of the robotic soldering machine is for accuracy and repeatability in the manufacturing process. The robot will not forget to solder a joint. Our customers have been asking for this, and now it's here!

EDITOR'S NOTE: ESI just added this custom robotic soldering machine to its production line early in 2021. Another smaller but similar soldering robot has been running for some time, and the company plans to purchase additional soldering robots in the future. ◆

Manufacturing Engineer Mary Buruiana with the robotic soldering machine.



QUOTING PROCESS OFFERS OPTIONS

By Shawnee Pick, Business Development Manager



Everything we do in providing a customer with Legendary Service starts with a request for quote (RFQ). Each step of the process is important, so the first must be accurate.

ESI has invested in various software tools to be more competitive and improve RFQ turnarounds. "CalcuQuote" is one tool.

CalcuQuote, allows ESI to work closely with the suppliers of the components we use in your manufacturing process — to the point of asking them, "Are you sure you've quoted us the best price?"

CalcuQuote provides important information such as lead time, country of origin and min/mult options. If quality, cost, or turnaround appears to be an issue, CalcuQuote may suggest alternative manufacturers and provide actual part numbers to investigate.

CalcuQuote is a hands-on company that views its accomplishments in a manner similar to ESI's: "We don't succeed unless our customers succeed!"

I've used CalcuQuote for a year now, and I can tell you this quoting system has greatly assisted ESI in the timely completion of our RFQs, to the great satisfaction of our customers. Let us put CalcuQuote to work for you. ◆

ESI EARNS TOP HONORS ...CONTINUED FROM PAGE 1

Further protecting your trust

This spring, ESI installed REME HALO® in-duct air purifiers throughout our manufacturing and sales facilities. REME HALO safely removes airborne and surface bacteria, mold spores and viruses.

We installed these purifiers to provide the best possible working environment for our employees, but this investment also has

ramifications for you, our customer. We expect our purified air to minimize sickness and downtime, ensuring we stay fully staffed and deliver your orders on time.

You see, at ESI, we're not just a supplier. We're involved in a joint business venture with each of our customers. We succeed when you succeed. ◆

MOTIVATED AND MOTIVATING TO OTHERS

You may never have met Jamie Vonderheide until now, but you've certainly witnessed the results of her work as ESI production manager.

Jamie makes sure the orders you want in your plant are shipped out. She signs off engineering change notices and manages employees in our SMT, prep PCI and SMT Final areas. She helps prioritize and schedule work to meet customer demands and is who ESI planners look to for confirmation of order ship dates.

"I have over 20 years of experience in this industry, and I take a very proactive approach to my job," says Jamie, adding, "We're here to plan and prep and get things done right the first time."

Her co-workers describe Jamie as very motivated and motivating to others. "The relationship she has with our people is unique," says one. "Her managerial skills are something I have never seen before."

Jamie's background

Born and raised in Sioux Falls, Jamie moved to Idaho for 12 years and studied electrical engineering at Boise State University. She has amazing children: Jenna, 24, Nick, 19, and Marcus, 16 — and one grandbaby on the way.

"I love going on vacations with my kids to the Black Hills where my father lives," says Jamie. "We fish, hike and sightsee." She also travels to Phoenix to see her mother and brother. Favorite after-hours pursuits include motorcycle riding and hosting barbecues for her family and friends.

Jamie joined ESI as a team lead in 2017, and in less than a year, she was promoted to production manager. Today, Jamie leads over 160 people on ESI's production floors. ◆

REACHING MILESTONES

10 YEARS

Kathy Anderson April 12

Carolyn Rieck July 12

30 YEARS

Rosalyn Kampen June 24



Rosalyn Kampen can remember her first day at ESI. Her first job was stuffing components into an FM board. It was a stuff line of six people long. "We had to prep our own parts," she states. "There was no prep team back then."

Today, you can find Rosalyn running our select solder machines in the prep team, with a variety of duties. "I like working with different boards for our customers, and I like working with everyone," says this veteran employee who made many good friends over three decades.

Ros grew up on a farm south of Canton, S.D. On weekends, she visits family in that area and helps clean the small country church where she was raised. She treasures special trips she's taken to Norway in 1977, 1998 and 2008 to visit extended family and friends.

Ros also enjoys shopping, attending craft shows, and listening to music from the '70s and '80s. "It's the music I grew up with," she smiles. ◆

2021 LEGEND AWARD WINNER

Colleen Adler

2021 QUALITY EXCELLENCE AWARD WINNERS

Selamawit Bokru
Nuria Seid
Maria Peralta
Melanie Rowell
Gordon Lam
James Coonnely
Joshua Deet
Rhonda Glasco

Dil Monger
Dave Anderson
Rosalyn Kampen
Lemlem Endalew
Firehiwot Merech
Mpaweminmana Evelyn
Colleen Adler

Q1 2021 PREFERRED SUPPLIERS:

A2 Global
Avnet Electronics Marketing
Bisco Industries
Digi Key Corp
Heilind Electronics
Master Electronics
Sager Electronics
TTI Electronics
Watertown Box Corporation

Newava
Sisson Printing, Inc.
General Label, Inc.
Atscott Mfg Company, Inc.
Minntronix, Inc.
Engel Diversified Industries, Inc.
Active Sales Associates, Inc.
Donnelly Custom Mfg Company
BOH Electronics



ELECTRONIC SYSTEMS INC.

LEGENDARY SERVICE

An ISO 9001:2015 and
ISO 13485:2016 Firm

600 East 50th Street North
Sioux Falls, SD 57104

www.electroniccsi.com

PRSR STD
U.S. POSTAGE
PAID
SIOUX FALLS, SD

YOU CAN FIND US AT...

MD&M

November 3-4, 2021

Minneapolis Convention Center

ESI Supplier Appreciation Day

August 26, 2021

Sioux Falls, SD



FOLLOW US ON FACEBOOK AND LINKEDIN!

CERTIFYING TWO NEW LEAN LEADS

By Kevin Haala, Lean Manufacturing Specialist



In the last article, I talked about our business plan. That's what sets our priorities and tells us what we need to work on. We have business objectives, gaps or opportunities.

In addition to that plan, we have a lean steering team that meets monthly to review business goals and project status. We identify any shortfalls and redefine priorities and training needs, if necessary.

Beyond that, we have lean leads — eight to ten individuals trained in lean tools through South Dakota's Manufacturing Technology Solutions or other organizations. These individuals champion various lean projects. They function as our eyes and ears throughout ESI's production facilities, looking for bottlenecks and opportunities for improvement, and coaching employees on the floor.

Kevin Buffington and Hans Haase are recent additions to our lean leads. They've completed online classwork with Manufacturers Alliance in Golden Valley, MN, and are

now working on their final certification projects, due by the end of the year. At that point, Kevin and Hans will be certified as lean leads.

"It was nice to be complimented [by Manufacturer's Alliance] for having a solid framework to build on," says Hans. "They were particularly impressed with how far we [at ESI] are on standardized work."

The certification of our lean leads should assure you, as a customer, that ESI's entire process is geared toward being more responsive to our customers' needs for efficiency and higher quality.

In the grand scheme of things, everyone at ESI is part of our lean team. ◆



Left to right, Kevin Buffington and Hans Haase are pictured next to the sign in front of our manufacturing facilities.