

# NPI NEEDN'T BE A CHALLENGE

Seamless prototype to volume manufacture; that's what Prestwick Circuits GPS promises new product introduction managers, says account manager, Alan Forrest

Any new concept has the potential to drive the future profit of a business, either short or long term. The challenge for the new product introduction (NPI) manager is to bring it to fruition at minimal cost and reduced time. Prestwick Circuits aims to help when it comes to printed circuit board requirements.

The company's experience and knowledge can assist in the transparent transfer from initial prototype through to volume manufacture, thanks to Prestwick's understanding of its partners in Europe and China.

## Selection process

When time is available, the preferred option is to provide a one partner approach, however this rarely happens and usually more than one supplier is used along the way. Prestwick's initial approach is to try and combine the correct prototype quick turn around (QTA) and volume partner for any new design. This decision is based on the drivers of material build, technology capability, lead-time, quality required and cost.

Having worked with its partners for many years and with in-depth knowledge of what they can achieve, Prestwick can identify which one of its volume partners would be the best fit after the prototype is approved.

During prototype manufacture, Prestwick can assist with design for manufacture (DFM), stack-ups, panel utilisation and quality requirements. Then when production ramps up, it will transfer all the knowledge from the alpha builds to the selected volume partner.

Understanding its

manufacturing partners' capabilities, and the impact of their processes on any specification requirements, provides valuable support during this vital stage,

ultimately simplifying the new product introduction process.

> [prestwickgps.com](http://prestwickgps.com)

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