



Satellite unit

Growth means training staff, expanding production facilities and investing in machinery: and this is what Nordelettronica is doing at its Arad plant in Romania. As part of its production expansion policy, a new soldering line was commissioned just a few days ago.

Words Andrea Cattaneo



Year 2019 has started well for Nordelettronica: its figures are up, in line with the average two digit growth enjoyed by the company over recent years. The company is responding to the needs of the market, and to do so has recently invested in expanded facilities and production lines. This expansion involves not only the main factory at Treviso in the Veneto region of Italy, but also its subsidiary in Romania.

The collaboration with Romania has been operational for more than 15 years, and Nordelettronica recently acquired SC Nordelectronica East srl.

"We started working in Romania in 2004," says Alessandro Chies, partner and CEO of Nordelettronica, "and in recent years we launched the process of acquiring one of our excellent vendors. We now own the company, and are investing in it at many levels. I confess that it wasn't easy at the beginning, because we had to deal with the 2009 recession and its inevitable effects on Romania, but we managed to get through that difficult time and things are completely different now. SC Nordelectronica East srl is a well-established, energetic company which will enable us to main our

competitiveness on the European market. Romania is not so far away from Italy, there are no customs, the country is perfectly in line with EU bureaucracy and regulations, and we have a very fruitful collaboration with our partners in the production process. I have to say that Romanian infrastructure is excellent and shipping is cheap, so we are able to serve our clients even when they have urgent deadlines, which is not a small detail."

The SC Nordelectronica East srl plant is located in Arad, 50 km



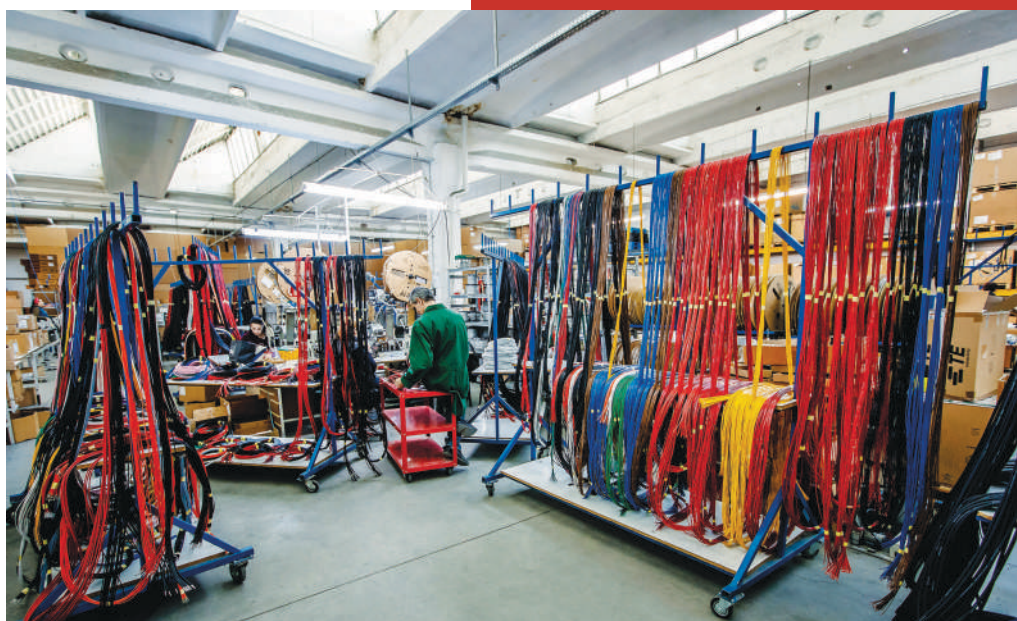


Company Profile

Nordelettronica established in Italy in 1978 has always been focused on electronic equipment for the RV sector from battery chargers for camper vans and low-voltage distribution module to electrical wiring and control panels. Outside of the caravanning sector, Nordelettronica makes wound components for industrial electronics, like switching and power transformers. Production has also focused on the industrial cleaning sector (floor cleaning machines). Study, design and manufacturing activities are performed in-house. This means considerable flexibility and solutions targeted to the customers' real needs. Having been re-organised in 2011 with the introduction of new partners, Nordelettronica has gained new momentum and the turnover has gone from 5.5 to 10.5 million Euro over the past seven years. Direct exports represent 30% of sales, with 70% of products sold to Italian companies, which in turn export at least half of their production.



from Timisoara, in the western part of Romania. The factory has a surface area of 2000 sq.m., and a workforce of 65 employees. It is managed by an Italian director. The factory manufactures a variety of products: they originally only assembled transformers, but then took over the electrical cabling side of things, followed by various types of electronic equipment. *"I am highly satisfied with the professionalism of the Arad factory,"* says Alessandro Chies *"they have excellent staff, we supervise production continuously, and the quality of production is excellent. We handle recruitment and training ourselves, and staff turnover is very low."* A new soldering line was installed at the plant in mid-January: this was a major investment, intended to increase the production of circuit boards. But investments have not only been made in equipment, but also in new product development. One of the results is the new DC/DC Converter, made at the Arad plant.



The new DC/DC Converter

The NE 325 25/40 Ampere converter is designed to meet the requirements of the RV market, and especially for compatibility with Euro 6 engines with "intelligent" alternators. It is designed for recharging batteries, including lithium batteries. It offers better service battery recharging when the vehicle is being driven. It is ideal as original equipment on new vehicles, but can also be retrofitted to existing vehicles with some adaptations.