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**Placement Platform’s High-Speed, Flexibility and Wide Component Range Open New Business Opportunities for WI-Based EMS**

**Pro-Active Engineering, Inc. Accelerates Growth with SIPLACE TX Line from ASM**

[ASM Assembly Systems](http://www.asm-smt.com) (ASM) announced today that [Pro-Active Engineering, Inc](https://www.proactivepcb.com/). (Pro-Active Engineering) has integrated an ASM high-speed line, which includes a DEK NeoHorizon screen printer and three SIPLACE TX placement platforms, into its 45,000 sq. ft. facility. The Wisconsin-based EMS, which has been on a major growth trajectory over the last 12 months, cites personalized service and unmatched quality as keys to its success, and notes that investing in a fast, scalable, technology-forward SMT line was vital to upholding these commitments as it takes on higher-volume, complex PCB assembly projects.

“Our staff has nearly doubled in just the last year,” shares Paul Schwanbeck, Pro-Active Engineering Vice-President, revealing that explosive growth led the business to explore a new placement equipment partner to support higher production volumes. “We have a long and successful history with DEK printers, so decided to evaluate ASM, alongside other vendors, for a placement solution. The decision to switch to a new supplier was a big leap – different programming, feeders, training, and a completely different mindset. Ultimately, ASM just felt like the right move and that has proven to be the case.”

Pro-Active Engineering, founded over 25 years ago, helps its customers manage the entire PCB assembly lifecycle – from challenging design engineering and DFM rules through to mass production. An operation that began as a small-volume, quick-turn business is now capable of servicing customers building as many as 50,000 boards per month. Applications range from industrial controls to aerospace to LED lighting and incorporate a broad spectrum of PCB architectures and componentry. The ASM line has accelerated Pro-Active Engineering’s growth beyond initial expectations, enabling the company to attract new high-end business and build increasingly more complex boards in greater volume.

“The three in-line SIPLACE TX machines are as fast as promised – maybe more so,” Schwanbeck says. “I just smile when I walk past them; the speed and precision are so impressive and they run reliably day-in and day-out. That quality, throughput and dependability go right to our customers’ product assurance and the bottom line.”

In addition to the DEK NeoHorizon printer and SIPLACE TX machines, which incorporate a combination of SpeedStar, MultiStar and TwinStar placement heads, Pro-Active Engineering tapped into online training via ASM Academy, allowing the manufacturing team to be up and running on the new line in five days. Since installation in its 4,000 sq. ft. expanded production space, Pro-Active Engineering estimates that the ASM equipment has enabled its business to increase by 20% (FY 2021), as it is almost twice as fast as its lower-volume, prototype lines. Even with this added production boost, the factory is not at capacity due to the line’s speed and efficiency.

“Pretty much everything has exceeded our expectations,” concludes Schwanbeck. “ASM service is excellent, the equipment is helping us win – and keep -- new customers and we would make the same decision if we had to do it all over again.”

Learn more at [www.asm-smt.com](http://www.asm-smt.com) and [www.proactivepcb.com](http://www.proactivepcb.com).

**About the SMT Solutions segment within the ASM Pacific Technology Group**

The mission of the SMT Solutions segment within the AMS Pacific Technology Group (ASMPT) is to implement and support the smart SMT factory at electronics manufacturers worldwide.

ASM solutions such as SIPLACE placement systems and DEK printing systems support the networking, automation and optimization of central workflows with hardware, software and services that enable electronics manufacturers to transition to the smart SMT factory in stages and enjoy dramatic improvements in productivity, flexibility and quality.

Since maintaining close relationships with customers and partners is a central component of ASM’s strategy, the company has established the SMT Smart Network as a global forum for the active exchange of information between and with smart champions. In addition to being a founding member of the ADAMOS joint venture for the development of an IIoT platform for manufacturing companies, ASM is establishing together with other SMT manufacturers the open HERMES standard as a successor to the SMEMA standard for M2M communication in SMT lines.

**ASM Pacific Technology Limited**

Headquartered in Singapore, ASMPT (HKEX stock code: 0522) is a global technology and market leader in leading-edge solutions and materials for the semiconductor assembly and packaging industries. Its surface mount technology solutions are deployed in a wide range of end-user markets including electronics, mobile communications, automotive, industrial, and LED. The company’s continuous investments in research and development help to provide its customers with innovative and cost-efficient solutions and systems that enable them to achieve higher productivity, greater reliability and enhanced quality.

**For more information about ASMPT, visit** [**www.asmpacific.com**](http://www.asmpacific.com)**.**

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