

PCBA Auto Insertion benefits

- Decreasing labor cost
- Easier manufacturing and operations management
- Predictable Product Quality – Less repairs
- No wrong parts nor wrong polarity
- Less risk of damage due to human contact (contamination, ESD, physical damage to components)
- Better clinching, less risk of solder issues.
- Smaller factory space required to produce same volume of product



PCBA Auto Insertion benefits

- Decreased volume of inventory
- Decreased Work in Process
- Increased Inventory Turns
- Quicker Product Change Over:
- Less training
- Fast product changeover
- High Volume and High Mix capability
- Decreased Energy Costs:
- Low lighting and heating cost



Increasing labor costs make automation more attractive

- As labor costs increase, the financial barrier to automation decreases, in many cases, becomes financially advantages.
- Machines don't require breaks, can run nearly continuously for fully automatic equipment, don't call in sick, or quit.
- Less management with reduced numbers of people.

Improved quality in the product

- Less repairs/bad product due to wrong parts or wrong polarity.
- Less risk of damage due to human contact (contamination, ESD, physical damage to components).
- Significantly better clinching, less risk of solder issues.

Smaller factory space required to produce same volume of product

- One machine can replace dozens of workers that require two or three times the factory space.
- Allows customer to increase business without increasing factory space requirements.

Decreased Energy Costs:

- Less lighting and heating costs / volume of product versus a factory large enough to house enough manual labor to produce the same volume.

Decreased Inventory:

- Decreased volume of inventory
- Decreased WIP
- Increased Inventory Turns

Quicker Product Change Over:

- Lines of people require training, changes in parts stock on line, more likely to keep the line dedicated.
- Machines can change product in minutes, or accept engineering changes without training



Recommendations

Use the Through Hole Design Guidelines to teach:

- How to specify a PCB able to be run with AI machines
- Proper definition and selection of Tape and Reel or Ammo Pack components
- Use the THDG as a way to provide “missionary” sales work for new customers

Make a written plan, using the Sales Checklist

- Use the **Sales Checklist**
- Create an RFQ to share and log the advance you get with the Applications Engineer and Product Team Manager, to get help in case special components, special boards, or special tooling

Remember:

- Most Customers appreciate you show and teach them how to be self-sufficient when selecting machines. This also helps to create trust.
- Creating Trust will improve Customer relationships and eventually turn into business for you