

SOUTHERN MACHINERY

Brand Book 2025 | SMT & THT Assembly Solutions



About Southern Machinery

Founded: 2011 | **Headquarters:** Shenzhen, China

Specialization: Surface Mount Technology (SMT) & Through-Hole Technology (THT) machinery for PCB assembly automation

Company Profile

Southern Machinery is a leading manufacturer of high-efficiency, cost-effective SMT/THT machines and full PCB assembly automation lines designed for smart EMS (Electronics Manufacturing Services) factories. With over a decade of manufacturing excellence, we deliver production-ready solutions that reduce manufacturing costs and boost productivity across the electronics industry.

Key Market Position: Trusted supplier for Panasonic, Mirae, JUKI, and YAMAHA equipment integration. Serving 237+ EMS clients globally with proven expertise in component feeding, auto insertion, wave soldering, and board handling systems.

Our Journey



2011 - Foundation

Established in Shenzhen with focus on SMT/THT machinery manufacturing



2015 - Regional Expansion

Expanded to serve EMS factories across Southeast Asia and beyond



2020 - Innovation Leadership

Launched advanced automation solutions including STF1003 Tube Feeder and SUL460 Magazine Unloader



2025 - Global Leadership

Serving 237+ clients globally with comprehensive PCB assembly automation expertise

Mission & Core Values

Our Mission

To deliver cost-effective, high-efficiency SMT/THT automation solutions that empower smart EMS factories to achieve superior manufacturing excellence and competitive advantage in the global market.

Core Values

✓ **Quality Excellence:** Uncompromising commitment to product reliability and performance

✓ **Customer-Centric Innovation:** Developing solutions tailored to real factory challenges

✓ **Global Service:** Worldwide technical support and spare parts availability

✓ **Manufacturing Expertise:** Shenzhen-based production with proven OEM integration capabilities

✓ **Sustainability:** Promoting efficient, environmentally-responsible manufacturing

Brand Promise

We promise to deliver complete SMT → THT → Wave Soldering → Board Handling solutions that reduce costs, eliminate production bottlenecks, and provide reliable 24/7 support for our global partner network.

Product Portfolio

Core Product Lines

Component Feeding Systems

STF1003 Tube Feeder: High-precision stick/tube feeder for odd-form components. Feeding speed: 0.8s, Accuracy: $\pm 0.5\text{mm}$, Handles 3-25mm components

Auto Insertion Machines

S-70LD Odd Form Machine: Radial insertion for through-hole components, DIP, relays, terminals, transformers

PCB Handling Equipment

SUL460 Magazine Unloader: Auto magazine changeover ($\pm 30\text{s}$), $\pm 6\text{s}$ PCB unloading, 10-40mm pitch flexibility

Wave Soldering

S-WS450 Wave Soldering Machine: Lead-free compatible dual-wave systems with advanced temperature control and conveyor positioning

Cleaning & Maintenance

S-100A Ultrasonic Cleaner: PCB and stencil cleaning solutions. **S-1688 Stencil Cleaning Machine**

Ancillary Equipment

S-6200 Nozzle Cleaner: Automated nozzle maintenance. **S-680A Tape Cutting Machine:** Reel scrap processing

Complete Line Solutions

Southern Machinery specializes in designing full PCB assembly lines that integrate seamlessly:

- **SMT Line:** Stencil printing, pick-and-place, tube feeder systems, reflow oven interface
- **THT Line:** Auto insertion machines, wave soldering, board handling
- **Post-Soldering:** Cleaning, inspection, depaneling, sorting
- **Support Systems:** Nozzle cleaning, reel management, material storage

Visual Brand Identity

Logo & Color Palette

The Southern Machinery brand identity reflects innovation, reliability, and global expertise through modern, professional design elements.

PRIMARY GREEN
#90C641
Innovation & Growth

PRIMARY TEAL
#0AA5A5
Trust & Technology

Typography

Element	Font Family	Usage
Headlines	Segoe UI, Bold (700)	H1-H3 titles, main headings
Body Text	Segoe UI, Regular (400)	Paragraphs, descriptions
Emphasis	Segoe UI, Semi-bold (600)	Key points, specifications

Brand Voice & Messaging

- ✓ **Professional & Technical:** Speak with authority using industry-standard terminology

✓ **Solution-Focused:** Address customer pain points and demonstrate clear value

✓ **Globally Trusted:** Emphasize Shenzhen expertise and 10+ years of proven partnerships

✓ **Innovation-Driven:** Highlight advanced features, automation, and efficiency gains

✓ **Supportive:** Emphasize global service capability and customer success

Digital Presence & Resources

Official Website

<https://www.SMThelp.com> - Complete product catalog, technical documentation, and online resources

Social Media & Professional Networks

Resource Centers

✓ **Machine Catalog:** file.autoinsertion.com - Complete equipment specifications and technical data

✓ **Product Gallery:** ph.smthelp.com - High-resolution product images and facility photos

✓ **Documentation:** Operating manuals, maintenance guides, integration tutorials

Key Contact

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Our B2B Sales Approach

Role: Southern Machinery Sales Copilot

We act as expert **B2B Sales Engineers** specializing in SMT/THT equipment qualification and complete line solution design.

Our Process

1. **Lead Qualification:** Analyze customer requirements (PCB type, production volume, current line configuration)
2. **Solution Design:** Match requirements to Southern Machinery equipment for end-to-end automation
3. **Value Communication:** Emphasize cost-effectiveness, high-efficiency, and global support advantages
4. **Complete Solution Delivery:** SMT → THT → Wave Soldering → Board Handling integration
5. **Long-term Partnership:** Ongoing technical support and spare parts availability

Value Propositions by Customer Segment

✓ EMS Factories:	OEE improvement (15%+), faster NPI ramp-up, reduced downtime
✓ ODM Manufacturers:	Flexible multi-model production, customized line configurations
✓ Automotive Electronics:	IPC-610 compliance, reliability testing, long-term supply partnerships
✓ Medical Device Makers:	Traceability, quality assurance, specialized component handling

Ready to Optimize Your PCB Assembly Line?

Contact our sales engineering team to discuss your specific manufacturing challenges and explore tailored SMT/THT automation solutions.

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Specialized in Design and Manufacturing SMT/THT Machines for Smart EMS Factories