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A SPECIALIST MANUFACTURER AND DISTRIBUTOR WITH OVER 40 YEARS EXPERIENCE

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Charcroft Electronics is a specialist manufacturer and distributor with over 40 years experience in supplying major OEMs and CEMs across the industrial, defence, and transportation sectors. The organisation specialises in commercial, BS/CECC and Mil-Std Passive, Interconnect, Emich, Power & High-Rel Semi's product lines. In this arena, the organisation has achieved considerable success to date and has established itself as a preferred supplier to high-end sectors where quality stands above all else.

Charcroft Electronics is also the largest VPG-Approved Precision Centre in Europe. This sees the organisation manufacturing VPG foil resistors, ceramic capacitors, and a range of silver-mica capacitors in addition to holding CECC approval on a range of precision resistors and capacitors. Through the organisation's undoubtedly large manufacturing and test capability, the company has the equipment required to accurately measure resistance and capacitance, perform high-voltage insulation testing, and also perform component linearity

testing as well as environmental, high-temperature testing, temperature cycling and humidity testing.

Able to tackle contracts which others might struggle with, Charcroft Electronics approaches more challenging projects as an opportunity to prove its capacity to deliver and solve issues for clients. As a result of this, the organisation is far more eager and willing to tackle complicated projects which require the level of technical expertise and experience that Charcroft Electronics is known for. Backed by a more

intelligence-led approach to support, the company has proven itself time and time again as able to overcome the most difficult of challenges or specifications from clients.

Indeed, the flexibility of Charcroft Electronics's service is considered to be one of the organisation's key differentiators. Not just looking at the varying levels of support offered for customers, the organisation is able to tailor-make services for customers rather than offer an "off the shelf" package. Fluid and adaptable to client requirements, the organ-

FUTURE TECHNOLOGIES **CHARCROFT ELECTRONICS**

sation has a purpose-built IT systems to allow for a great deal of project flexibility and to support clients in ways which are specifically tailored to the issues or opportunities relevant to them. This all ties into the overall "problem solving" approach that the company opts to take with individual projects.

Debbie Rowland, Director at Charcroft Electronics explained: "For Charcroft, we

see intelligence-led technical support as an organic offering of our business. The technical support provided by our product specialists and sales team is proactive rather than reactive – we don't look to just make a quick sell, we are here to provide solutions to problems. Charcroft thrives on a challenge, and problem solving is integral to our support. Our product specialists have many years of industry and techni-

cal experience, which enables them to provide our customers with the best level of service and support.

"Our network of Product Specialists are fully qualified and experienced to collaborate with customers from design stage through to procurement and beyond. Face to face customer interaction is fundamental to our business – we pride ourselves on the relationships we build with our customers,

and believe that our personal approach sets us apart from our competitors. As a small to medium company, we focus on building excellent relationships and growing mutually beneficial links through the sharing of expertise and on hand support. The digital world is limited by its scope, whereas our product specialists can think outside of the box and offer bespoke, interactive solutions.

"Charcroft can also offer





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specialist support on lead time management. From automatically checking for alternatives to allocated parts, to investing in UK-based inventory, Charcroft takes responsibility for helping customers to find solutions to extended lead-times on passive components. We assist both buyers and engineers – engineers can benefit from our availability auditing during parts selection. Identifying upgraded alternatives to legacy devices and suggesting ways to design-in flexible procurement. Buyers can benefit from us identifying alternative parts with faster availability, cross-referring parts from non-franchised manufacturers, and getting fast answers from

franchised manufacturers – along with a wealth of other support."

Flexibility is also backed up by a quality-driven approach to contracts. Leveraging its very own dedicated quality department, the organisation ensures that it is consistently delivering the highest possible service, whilst simultaneously meeting industry standards and client expectations across the board. Although enforced by the quality department, this focus on quality is one which is also instilled in people across the company and has led to a very quality-focused culture within Charcroft Electronics that is also managed at various levels within the company hier-

archy. This is also backed up by a strong and carefully selected supply chain to ensure that every level of service is driven by quality and to provide the strongest possible service to customers.

Alongside providing a strong service to clients, Charcroft Electronics also does its utmost to operate in a responsible way. As part of this, the organisation has a strong focus on local communities and plays an integral role in local training and development as part of its recruitment process. Through cooperation with local education, the organisation has been able to develop local talent and provide opportunities within the thriving business, whilst

also feeding into worthy causes such as the local school, fire service, and sports teams in a bid to help support the local area in other ways.

Giving further detail on the organisation's approach to corporate social responsibility, Debbie Rowland added: "Ethically – we have a stable & experienced workforce recruited from the local area, providing employment opportunities in a rural area. We aim to provide our staff with in house training and development to ensure they reach their full potential. We actively encourage a culture of loyalty and support, through a hands-on approach by senior management, reward and recognition, and ongoing

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staff engagement. We also heavily invest in engagement with the local community, supporting many local causes such as the local primary school. Charcroft continue to invest in environmental initiatives – we recycle and reuse as much of our waste materials as possible, and our sales office has moved to be paperless, with other departments planned to follow.

Looking to the future, Charcroft Electronics has clear goals to grow the company and continue expanding its product range in line with the demands of industry. Alongside this, however, the organisation is also keeping a close eye on the wider developments and challenges being faced by the industry and is looking to further polish, and refine, its service in anticipation of these challenges. This will see the company continuing to strengthen its current offering, whilst working with customers to identify areas of potential improvement in an assortment of key areas. Further to this, the organisation seemingly has its eye on further development in the UK Space sector as a result of improved levels of opportunity being perceived in the sector itself.

Debbie Rowland detailed: "According to our industry experts, and input from many of our key franchises, component allocation is going to continue to be one of the key challenges within the manufacturing industry for the near future. Some component manufacturers are suggesting it could be as late as 2020 before supplies are back to normal! The implications of this for Charcroft are the necessity to be flexible and proactive in our sourcing activity, and to continue to provide support to our customers through communication and transparency in the lead-times of our order book, the offering of alternatives and ongoing dynamic sourcing."

To be certain, the future does indeed look very bright for Charcroft Electronics and we look forward to reporting further on the organisation's successes in the coming times.



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