

Successful performance of Accutron Ltd.

Accutron Ltd. from Bassersdorf has been present at the important SINDEX trade fair since its inception, the last time with its own stand, this time at the stand of the partner company SIMPEX AG. We talked to Guido Küng, CEO, about his impressions of this event.



JF: (Jürg Fehlbaum): How do you rate this year's SINDEX trade fair from your perspective?

GK: (Guido Küng): For us, the fair was generally satisfactory. We found prospects for sophisticated new battery projects, where we see good realization opportunities. In general: About 400 exhibitors were ready with their news for the trade fair visitors. What a fair presence really brings, you see a lot later. This has always been this way.

JF: What did you show at your booth and what was most in demand?

GK: We only showed batteries of all kinds (see picture). All our contacts mainly want to use lithium-ion batteries. In this area, we can submit very interesting offers: If a prospective customer wants a battery including housing, so we can offer thanks to a new process extremely low tooling costs (virtually zero!), Which of course has a very positive effect on the total price. And especially for small quantities! So here is clearly a paradigm shift instead. We also exhibited such an application.

JF: How is Accutron doing in general?

GK: We are satisfied with the turnover of recent years and I look at the future with confidence. Fortunately for the battery industry, there are many excellent equipment manufacturers in our country, as well as engineering firms we work with, developing them for

other outsourcing companies. Switzerland is an outspoken niche player, where extraordinary equipment and machines are not always produced in such large quantities.

JF: *What are the success factors of Accutron?*

GK: We are an experienced (battery) partner for our customers. Our long-term quality battery manufacturers / partners are the nuts and bolts of our business success. Around 80 percent of our batteries are used in the medical industry, where extremely strict quality and reliability criteria are known. Understandable, because if in a hospital, for example, in a mobile device, the battery gets out, this has serious consequences in emergencies, which can be life-threatening under certain circumstances.

JF: *Such and other demanding companies are evaluating their suppliers very closely.*

GK: That's right. We are really proud that we belong to the A-suppliers among all our customers. For example, we always keep our customers up-to-date on the delivery situation of their order and do our utmost to ensure that users actually receive their products within the desired timeframe. We also advise prospective customers and customers on new projects regarding the current delivery situation. This is important because currently due to the economic situation (many previous providers are no longer in the market, environmental and personnel problems, bankruptcies, etc.). We therefore recommend keeping an eye on this delivery time aspect to avoid negative surprises.

September 2018