

THE NEW FACE OF SMITHS INTERCONNECT: Rebranded, reorganised – reborn

With its latest company announcement that will deliver a significant re-organisation of its business, Michelle Winny, Editor of Electronics speaks with Jeffrey Dick, VP of Marketing for **Smiths Interconnect** to hear more about the company's latest rebranding, re- organisation and product integration plans

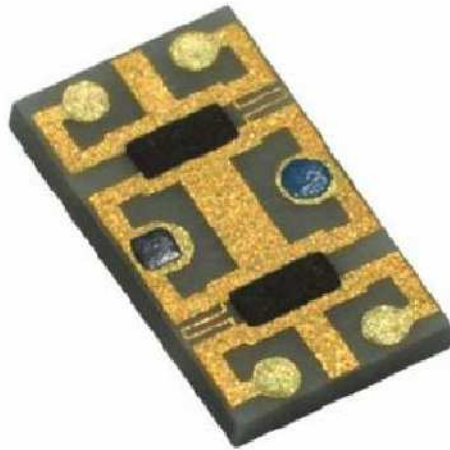
Undertaking the re-organisation of any company is no mean feat, but this is something, world-leading provider of high performance connectivity solutions, Smiths Interconnect, a division of Smiths Group plc, has now implemented. The company is unifying its technology brands of EMC Technology, Hypertac, IDI, Lorch, Millitech, RF Labs, Sabritec, TECOM, and TRAK under the single brand identity of Smiths Interconnect. This is a further step in the brand unification process that started in 2014, when Smiths Connectors unified its leading brands of Hypertac, IDI and Sabritec, reflecting the company's position as a global comprehensive interconnect solutions provider.

According to Jeff Dick, the company sees this as an integral "brand transition" supporting its recent strategic re-organisation efforts to focus on creating a more "agile structure" that it anticipates will better service and respond to its customers' evolving needs.

The company advises that individually, the technology brands represent state-of-the-art solutions across the connectors, microwave components and microwave subsystems markets. Smiths Interconnect feels that by providing a strong umbrella brand that supports the breadth of these products and technologies will make itself a more comprehensive and a highly efficient solutions provider. This in turn, the company anticipates, will improve its customer experience by streamlining access and interactions across multiple applications.

Jeff Dick says that over time, interactions among the brands have increased across many markets. "Aligning all this activity under the Smiths Interconnect name will make us a more streamlined partner, enhancing our customers' access to the combined strength of our products, expertise and application knowledge."

The individual technology brands will retain a level of visibility in association with the Smiths Interconnect brand during



the transition period, building upon their existing foundations in the marketplace.

The impact of this re-organisation will deliver a two-fold effect. Not only will it unify the company's brands to create for a more streamlined product offering for its customers, but it will also serve to deliver a more cognitive business structure internally within the company.

Jeff Dick believes that Smiths Interconnect has always had its customers at the centre of every core decision and evolution it makes. After all the company serves the high reliability markets of aerospace, military and defence along with medical applications where consistency, and reliability are essential. Knowing its customers well, the company strives to deliver a tightly structured business practice with products that reflect its reliability, capability and specialism.

Figure 1:
Temperature variable
attenuator optimised for
Ku, K and Ka band
applications

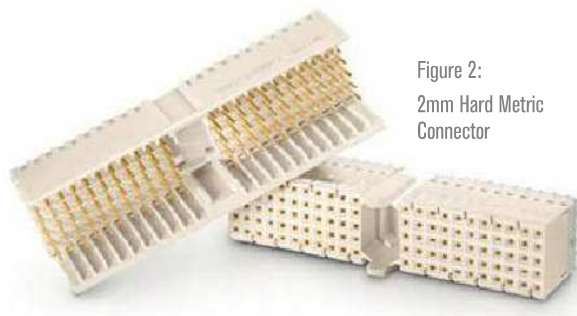


Figure 2:
2mm Hard Metric
Connector

The company offers an extensive range of standard and custom interconnect solutions engineered to ensure the highest possible performance in demanding environmental conditions such as shock, vibration and extreme temperatures, which are mandatory for military and defence projects.

Furthermore, it works closely with its customers to design and manufacture fit-form-function connectivity solutions that achieve optimal system performance with low cost of ownership. It has established a portfolio of robust, lightweight solutions achieved through its well established application experience and knowledge. The company's defence and military products range from PCB, circular, EMI/EMP filter, high power, to Mil/Aero standard, high speed data, modular/rectangular and spring probe connectors.

The integration has broadened the connector product offering with the addition of rugged cable assemblies, integrated microwave and millimetre-wave components, assemblies and systems, high performance ferrites, RF devices and time and frequency systems. High performance ground and airborne antenna systems for SATCOM, radio link, radar, telemetry, and high bandwidth connectivity are also available.

Similar to the critical military and defence markets the company also services the equally demanding medical application arena, delivering high reliability interconnect solutions. These solutions are used extensively in areas where integrity and reliability are essential to the well-being of a patient.

Currently the company is undertaking this major re-organisation program on a global scale and is driving ahead to be more competitive and differentiated in the market place in order to maximise customer satisfaction and service.

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