

Market Changes

Over recent years the need for Custom Design products has increased whereas, in the past companies have fully designed and produced their own assemblies, the trend has been to outsource large parts of this work to specialised firms for mouldings, assemblies, leads, cables and machined parts etc.

Most specialist components suppliers only deal with perhaps one or two of the manufacturing disciplines required, still leaving the customer to deal with four or five other suppliers. This involves the main customer still handling logistics, ensuring all parts are received at the right time, holding stocks and finally sending the complete package to the assembly subcontractor. This can often be a logistical nightmare!

The Solution

By using our own manufacturing facilities, skills and expertise CLIFF can provide the solution.

All stages of procurement, storage, manufacture, warehousing, scheduling and despatch are within one company and under one UK control.

- **No problems with delays**
- **No cause for quality concerns**
- **Correct goods received**
- **No co-ordination of piece part deliveries**
- **No out of balance stocks**

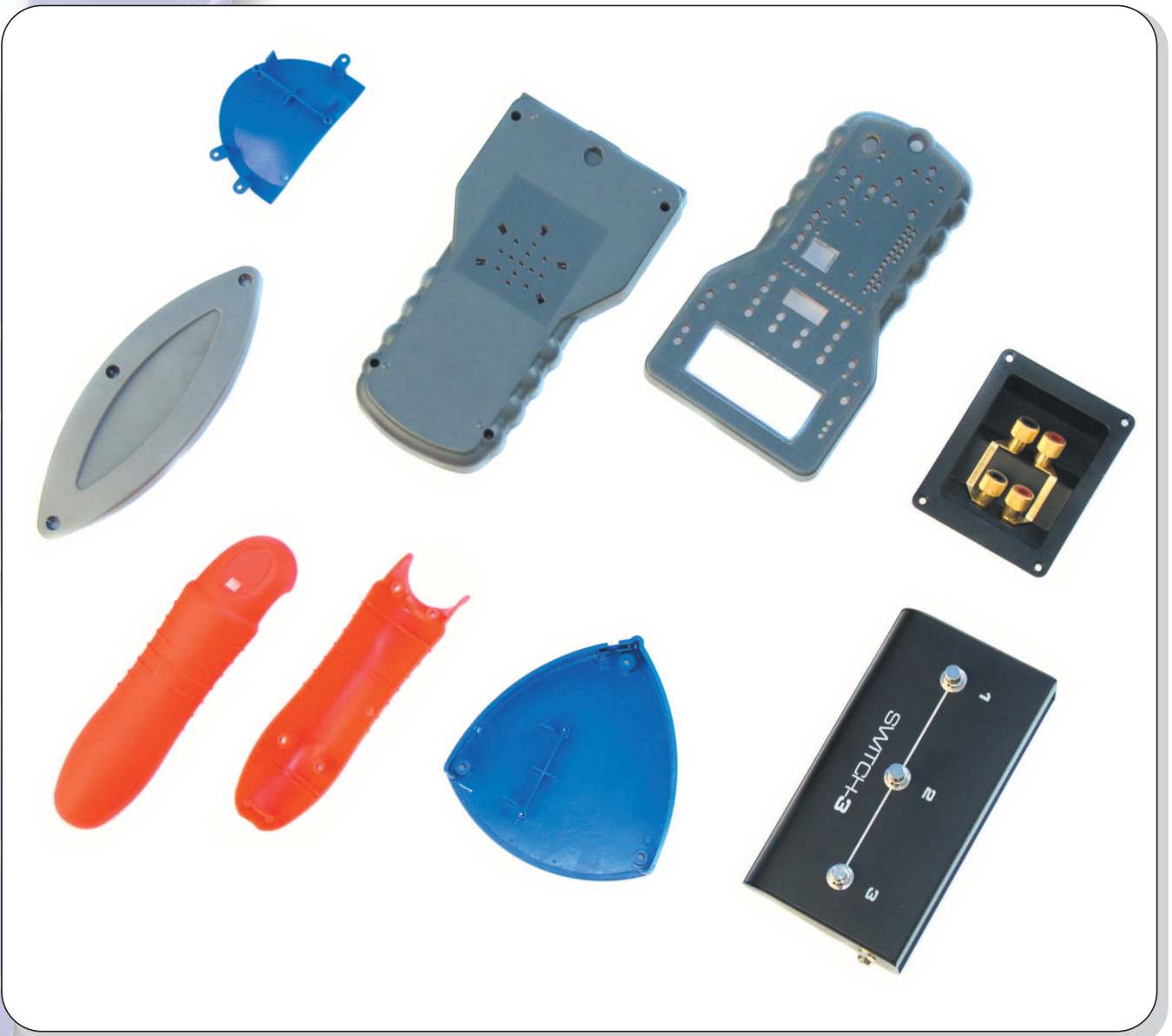
We at Cliff will provide a solution from design to despatch, eradicating all manufacturing and logistical problems.



CLIFF

Engineering Solutions

The single source for Engineering, Design,
Moulding, Assembly, Cabling
and associated services



Cliff Electronic Components, Ltd.

76 Holmethorpe Avenue, Holmethorpe Ind. Est.

Redhill, Surrey RH1 2PF. England

Tel: +44 (0) 1737 771375

Fax: +44 (0) 1737 766012

Email: sales@cliffuk.co.uk



Visit us online at:

www.cliffuk.co.uk

Business Principles

For 40 Years Cliff's understanding of the need for high quality, standard components at economic prices is well known in the UK, Europe, the USA and even the Far East.

In addition, providing excellent technical support and fast reliable lead times have been essential to our growing customer base.

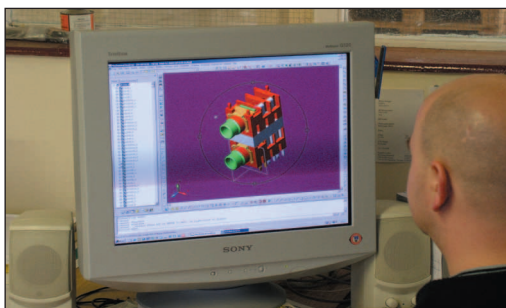
Manufacturing Capability

To enable us to be successful, Cliff has extended it's manufacture to Redhill by purchasing a new factory, enhanced the facilities at Peacehaven (Brighton) and now owns a manufacturing plant in the Far East dedicated to producing volume components and assemblies.



Engineering

A team of Engineers well versed in moulding technology, metal working, and cable and assembly work, are employed by Cliff to assist in the design and production of customer's products.



Working, in the main from CAD and IGES files, they are able to arrange for SLA models to ensure that Customers specifications are met and are viable.

The vast knowledge gained from developing Cliff's standard connector range enables us to advise on design to ease production and to modify products to improve the quality and serviceability.

Injection Moulding

For almost 40 years Cliff have specialised in the production of Plastic Injection Mouldings. We offer a wide range of services that include a high quality, high volume production capability with the flexibility required for small batches.



Our production machines are capable of moulding across the spectrum of thermoplastic materials and range up to 250 tonnes with shot weights of up to 500 grms. To complete our moulding facility we are able to provide tool making, ultrasonic welding and multi-colour printing.



Metal Work

To compliment our mouldings, Cliff have introduced the manufacture of various types of metalwork. We are able to provide auto lathe production, press work and extrusions.

These facilities are limited, however, to producing metal parts to fit with either our mouldings or assemblies and do not form a "stand alone" set of component parts.

Assemblies

Cliff's assembly lines enable us to provide simple or complex devices to customers' specifications. From fitting terminals to metal plates to devices requiring PCB assembly and keypads, all are within Cliff's range.



In addition we undertake numerous cable assemblies fitted with connectors and/or stripped ends, test leads fitted with probes and crocodile clips or the familiar mains cables.