



The Christmas Miracle

A recent example of how a CM can play a key role: a critical sensing device OEM needed PCB boards for new design in a very short time frame. In fact, the design of the boards wasn't even fully completed yet, at the point the order was placed.

That's where the SoPark team stepped in. SoPark worked in concert with the customer. Critical wire portions of the assembly that needed to be produced were completed. SoPark then produced the boards as the customer needed them.

The entire process took place right before Christmas...leading the customer to call it a "Christmas Miracle". Look for more SoPark examples in our future Circuit News releases.



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New Product Launch - Contract Manufacturer's Role

Let's face it, new product launches (NPL) of an entirely new product or updated designs of existing products have become even more complicated, expensive and time consuming. So how can a company best deal with these issues while still creating successful NPLs? Contract manufacturers can be the answer.

The right contract manufacturer (CM) can truly become a NPL partner in the process saving time and expense. What are some of the key things to consider in the role they can play?

- **Create a NPL Plan** - A good first step is developing an overall NPL plan or roadmap identifying the key steps and timelines for your product launch effort. There are many web based resources that can help the process. Here are a few spreadsheet based software solutions that may be useful.

[Free Product Launch Plan Templates | Smartsheet](#)

[Product Launch Checklist | Demand Metric](#)

- **Filling the Resource Gaps in Your Internal NPL Team** - In many case CM's can bridge the gap and/or provide the conduit for success of your NPL when you have a lack of internal resources or if your resources lack the necessary experience. Or, your internal resources need to be freed up to work on other projects.
- **Front End Design Support** - As a proactive approach, providing resources on the front end can eliminate many headaches later on in the product life cycle. There are also helpful design tools such as Design for Manufacturability (DFM), etc.

[SoPark-CNEWS-2.4-DFM.pdf](#)

- **Component Sourcing** - CM experience and vendor relationships are key whether you need all components sourced or can provide partial kitting. Making the right choices along with stocking capability can help smooth out supply bottlenecks and keep costs lower in the future..

[SoPark-CNEWS-2.2-Components.pdf](#)

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- **Full Service Manufacturing** - On new product launches you need a CM that can add value to the journey from prototypes to volume manufacturing. Final product assembly requires many other integrated manufacturing capabilities around the actual product assembly such as inspection and packaging.

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