

## Customer Service 1; Sales guy 0

The company I'm referring to is PCI (Printed Circuits Incorporated) located in beautiful Minneapolis, Minnesota. PCI has been known for a very long time as one of the pioneers in building rigid flex products for many applications. We've all heard the catch word "niche". Well PCI has taken this to the next level, and they have made a great business for themselves in the rigid flex arena. To their credit, they believe that doing things right the first time is the most effective way to run a business. Engineer it right, build it right, and ship it on time. BOOM! That's how to run a solid business model.

PCI opened their doors in 1977 with a handful of eager employees. Now, over 40 years later they have grown their head count substantially. PCI is the default company name when the words rigid flex are used and they show no signs of slowing down. They are certified to Mil-PRF-31032, Mil-P-50884, and ISO 9001:2008.

As much as I would love to sit here and say the reason Taiyo America received this award was the responsible sales person; I can't do that. It starts with the making of "best in class" products and having them available when customers need them. Customer service plays a very large role in our business in North America. When a company like PCI calls into Taiyo America to order product, they talk to a person, not a machine. This sets us apart from most and is a vital piece of the value that PCI sees in Taiyo America. Most customers know our customer service group by name as they have been working with them for years.

So next time you call into Taiyo to place an order, you will probably be talking with Sonja or Linda, who will ensure you are another satisfied customer. BOOM!