

Dan's Six Pack

Dan: Steve, thanks for taking part in Dan's Six Pack. First of all, tell us about your company Alpha Circuit.

Steve: Sure Dan I'd love to, the company was founded in 1981 over 35 years ago by Bhagvan K. Vaghani who still owns the company. He started it with the dream of doing things better. If you look back at those days, the industry was booming and board shops were springing up everywhere especially here in the Chicago area. Mr. Vaghani wanted to build a company that customers could count on. A company that would understand what customers need, and provide it.

Dan: I love that. So let's talk a bit about your technology and capabilities.

Steve: Our goal is quite simple and direct, we want to be the easiest PCB supplier in the business to deal with. We consider ourselves your business partner, not just a vendor.

Dan: That's quite a challenge especially when so many of our customers feel that dealing with a board shop is tantamount to dealing with their local DMV. How do you make things easier for your customers?

Steve: That's easy; we give them what they want. We listen to them and then we comply with what they want. Look, it has worked so far, we have customers that we have worked with for over 28 years. They started with us and they are still with us. That's saying something right?

Dan: You bet. I can't argue with that. What do you have for industry qualifications and registrations?

Steve: We like to say that we have every relevant industry certification. These include TS16949 Automotive; we were the first Rigid Flex shop in the country to have this one, and AS9100 and MIL-Prf-31032 (Military - est. Dec. 2017).

Dan: And of course you use Taiyo solder mask, can I ask you why you use Taiyo when it comes to your coating needs?

Steve: Sure, because it is one of the best on the market, an industry leader. It is absolutely fool proof and it is consistent and we like things that are consistent...things you can count on.

Dan: So Steve, as we wrap this up let me ask you what you see for the future of our industry?

Steve: I see us getting more technical as things get smaller and denser. I also see a much more collaborative and cooperative relationship between we the fabricators and our customers as the technology gets more complicated. We are all going to have to work together to take things to the next level.

Dan: Thanks Steve. We have been talking with Steve Ryan the General Manager of Alpha Circuit in Elmhurst, Illinois. For more information about this company go to www.alphacircuit.com