

Dan's Six Pack

Coast to Coast Circuits, or C3 as they liked to be called, is one of North America's leading independent high-technology printed circuit board suppliers. With two facilities, one on the east coast in Rochester, NY and the other on the west coast in Huntington Beach, CA, C3 provides their customers with a wide variety of high-tech PCBs including Defense/Aerospace while supporting rigid, flex, and rigid-flex technologies. I had the opportunity to sit down with the company CEO and President Walt Stender recently to catch up.

Dan: Walt, I appreciate you taking the time to talk to me today.

Walt: No problem Dan, it's my pleasure.

Dan: For our readers not familiar with C3, can you tell us something about the company, its history and what you do?

Walt: Coast to Coast Circuits has been in the Circuit Board business for over 40 years with operations in CA and NY. We follow the USA market and service customers in a variety of niches from Aerospace to Semi-conductors.

Dan: Okay, so talk to me about what has happened in the recent past. I can sense a renewed vitality at C3, can you talk about that?

Walt: It is simply our focus on technology. We have put millions of dollars into new process technology in the past year for leading-edge equipment and engineering. In a year, we want to be known as a small business with the technology of a large one.

Dan: How do you see the North American market these days?

Walt: From a growth perspective, I think it is flat with some of our key niches such as oil and gas continuing to be at historic lows. The most interesting dynamic is how the market seems to treat circuits as an off-the-shelf commodity. Low-volume custom boards are anything but a commodity and yet the market does not seem to reflect the investment and execution risk for a product that can have more than 200 process steps. The fiscal barriers to create a modern circuit board shop are nothing less than daunting, but the market does not seem to reflect this dynamic.

Dan: Let me ask you about Taiyo. How long have you guys been using Taiyo products? And why do you prefer them?

Walt: We have been using them for many years. Considering the type of products we manufacture, it is critical that we use products that are dependable, consistent and reliable; in short, a solder mask that is completely fool proof, and that's Taiyo.

Dan: Okay just one more question. What are C3's plans?

Walt: Our goal is to be the best independent PCB fabricator in North America. We want to be the company that customers count on to handle all of their high-tech needs.

For more information about Coast to Coast Circuits visit <http://www.c3circuits.com/>.