

# Customers say....

## ***What American Standard Circuits thinks about Taiyo***

By Dan Beaulieu

Dan: Anaya, thanks for taking the time to talk to me today. Tell me a little bit about your company American Standard Circuits.

Anaya: No problem. At ASC our goal is to provide our customers with all their PCB needs both today and in the future. Besides providing a wide variety of PCB technologies we also do some R&D for our customers.

Dan: Tell me a little about that. There are not a lot of companies working on R&D right now. Can you elaborate?

Anaya: To be honest this is one of the methods we have used to become successful and grow our business. Because most OEMs do not have their own PCB facilities any longer, they must rely on companies like ours to do development for them. It is the consultative technical sales effort that they need. Because we have some very strong PCB expertise on our team, we can help our customers develop their products of the future.

Dan: With everything going on in electronics today, I can see why a service like ASC's is more valuable than ever. I can see why you are growing. Let me ask you. I know you use Taiyo products; can I ask you why? What do you like about them?

Anaya: There are several reasons why we like to use Taiyo's products. The first is that they are fool proof; they always work. They are reliable and consistent and that is important to us, especially when we are building high-tech boards with expensive materials. The last thing you want is to lose a two-thousand-dollar board because of a few dollars of solder mask. That never happens with Taiyo products. The second reason is their engineering support; just like we support our customers, they support us. Both companies have the same philosophy which is something I really appreciate.

Dan: I know that you consider yourselves one of the most versatile independent PCB fabricators in the country. How does Taiyo help with that?

Anaya: Yes, that's right and with Taiyo we have a product for just about every technology we are building including flex and rigid-flex products. They also provide us with many colors, including white for our LED products. There is no doubt that Taiyo is a contributing factor to our success, which is something we appreciate.

Dan: Anaya, thanks for speaking with me today. It's always a pleasure.

Anaya: You're welcome Dan.

*For more information about American Standard Circuits go to: <https://www.asc-i.com/>.*