

Produktions- und Logistikstrategie Phoenix Mecano


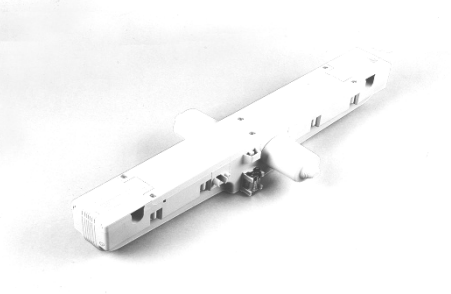
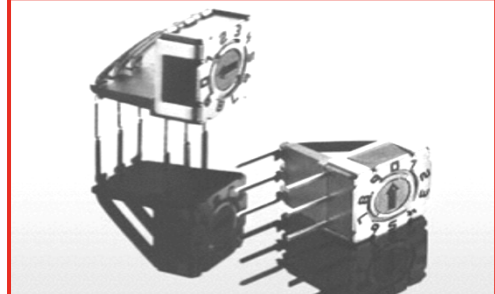
25. Zürcher Logistik-Kolloquium
4th November 2008

Dr. Werner Karlen, Direktionspräsident Phoenix Mecano AG

Agenda

- Overview Phoenix Mecano
- Production and Logistics Concept
- Take Away

Three focused product divisions

Divisions	Enclosures	Mechanical Components	ELCOM / EMS
Products	<ul style="list-style-type: none"> • Enclosures • Membrane Keyboards 	<ul style="list-style-type: none"> • Linear Actuators • Profile Assembly Systems 	<ul style="list-style-type: none"> • Passive Electronic & Electromechanical Components • Electronics Manufacturing Services
			

Cornerstones - What we are about

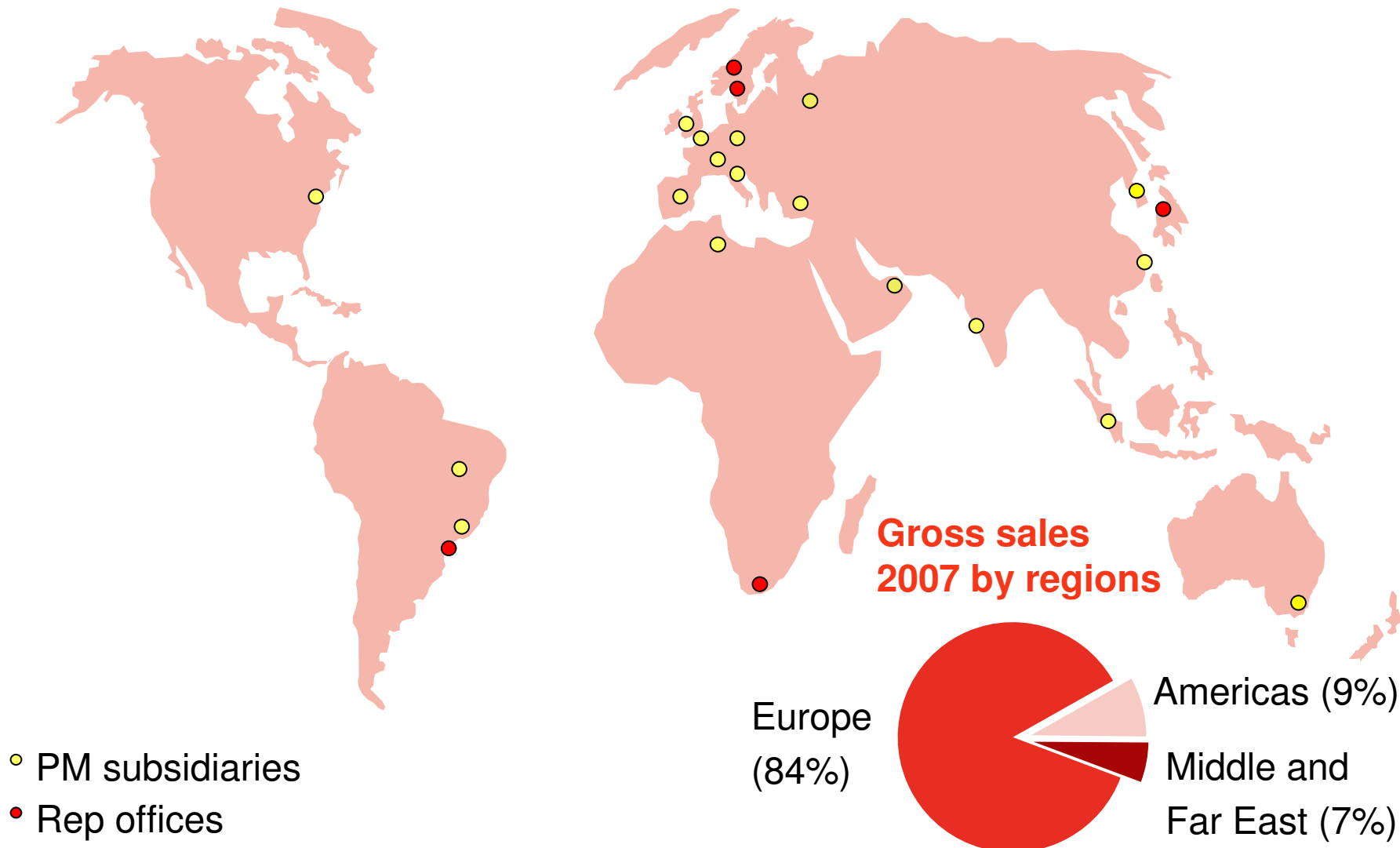
Focus on
creating and
protecting
value

Strong positions in niche markets

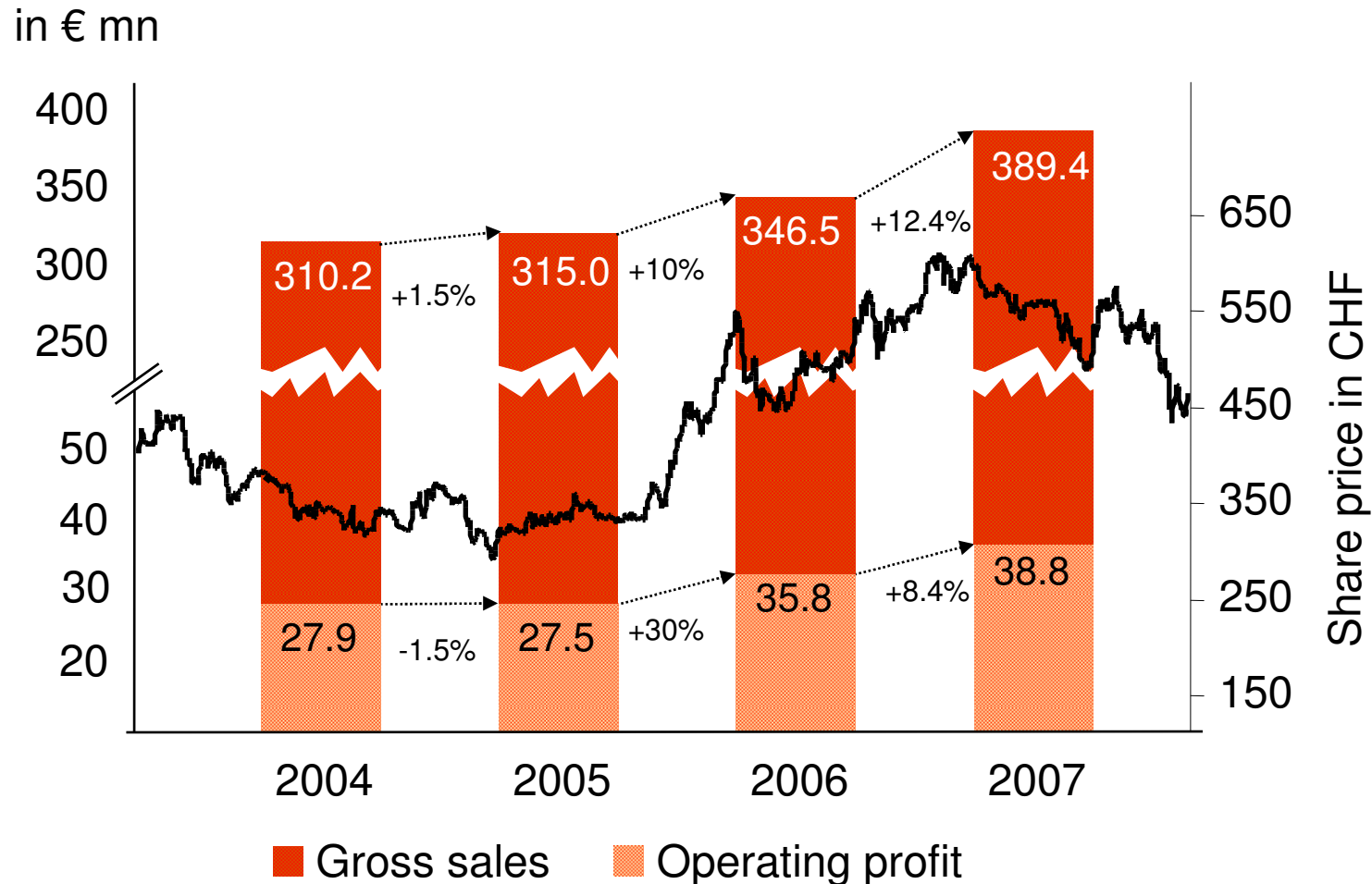
Standard components and
customized solutions for industrial
and electronics OEMs

Low business risks - diversified
customer base and customer
involvement in product design

European player with global footprint



Continuous top and bottom line growth



Continued operations, before restructuring costs

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Definition of Phoenix Mecano Business Model

Market intelligence & product design

- Focus on C-parts
- Bundling demand of a broad customer base

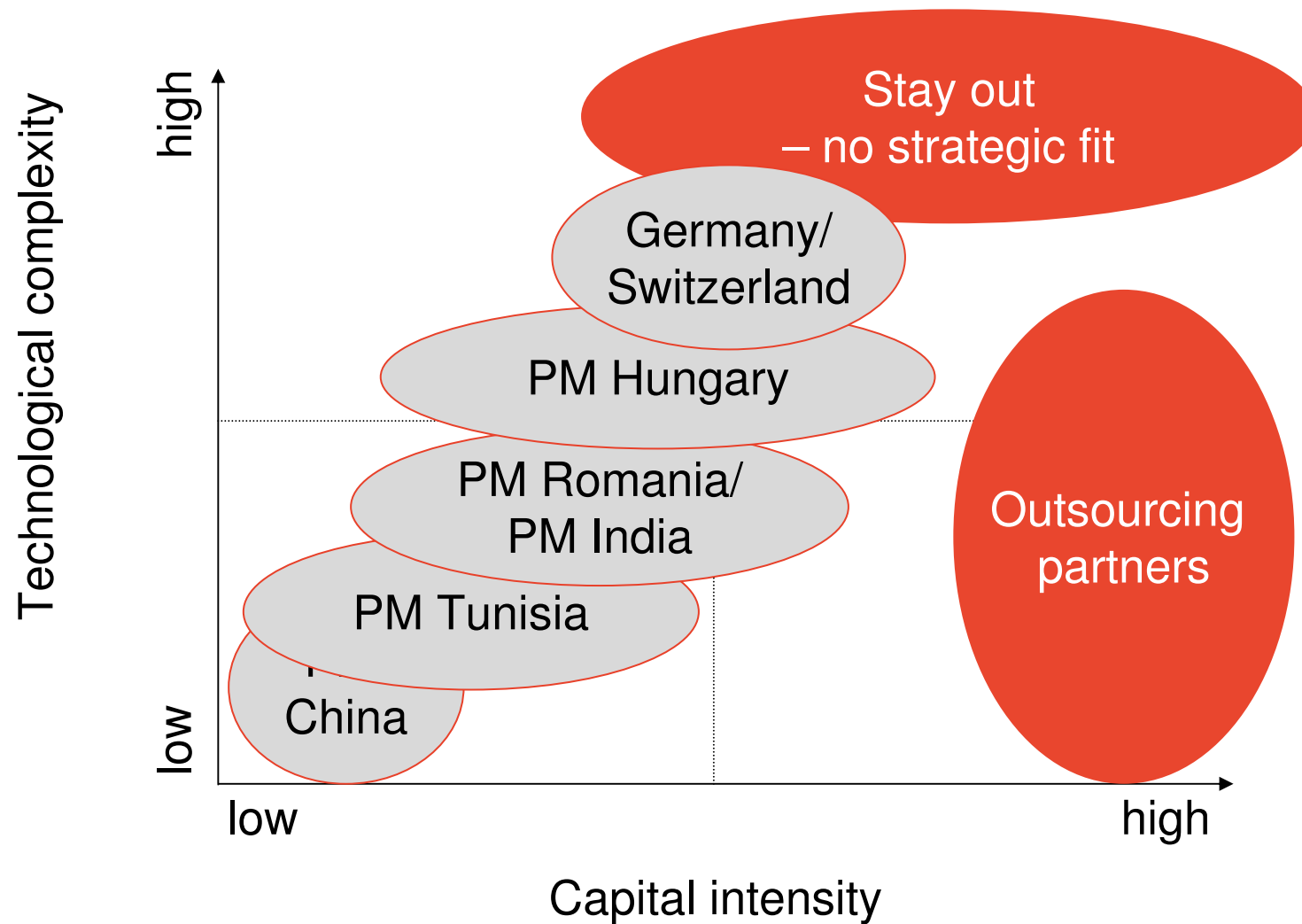
Production & Supply Chain

- Global production capabilities
- Best in class Supply Chain concept for all our requirements

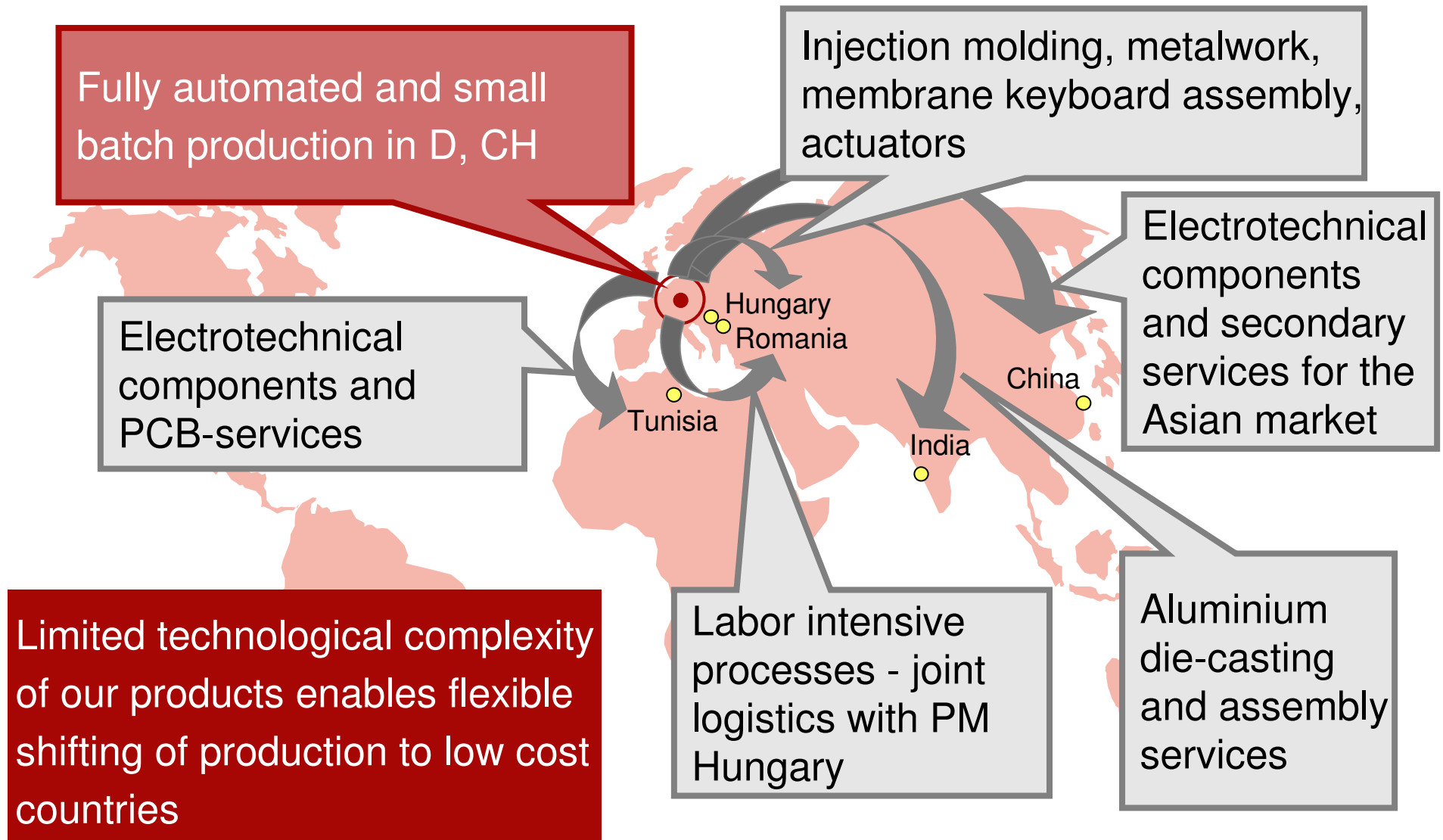
Sales & Customizing

- Global direct selling capabilities - PM distribution companies
- Local customizing capabilities, i.e. milling, drilling, engraving, printing, assembly services
- Product integration capabilities and PC-board design, assembly & testing through our ELCOM/EMS division

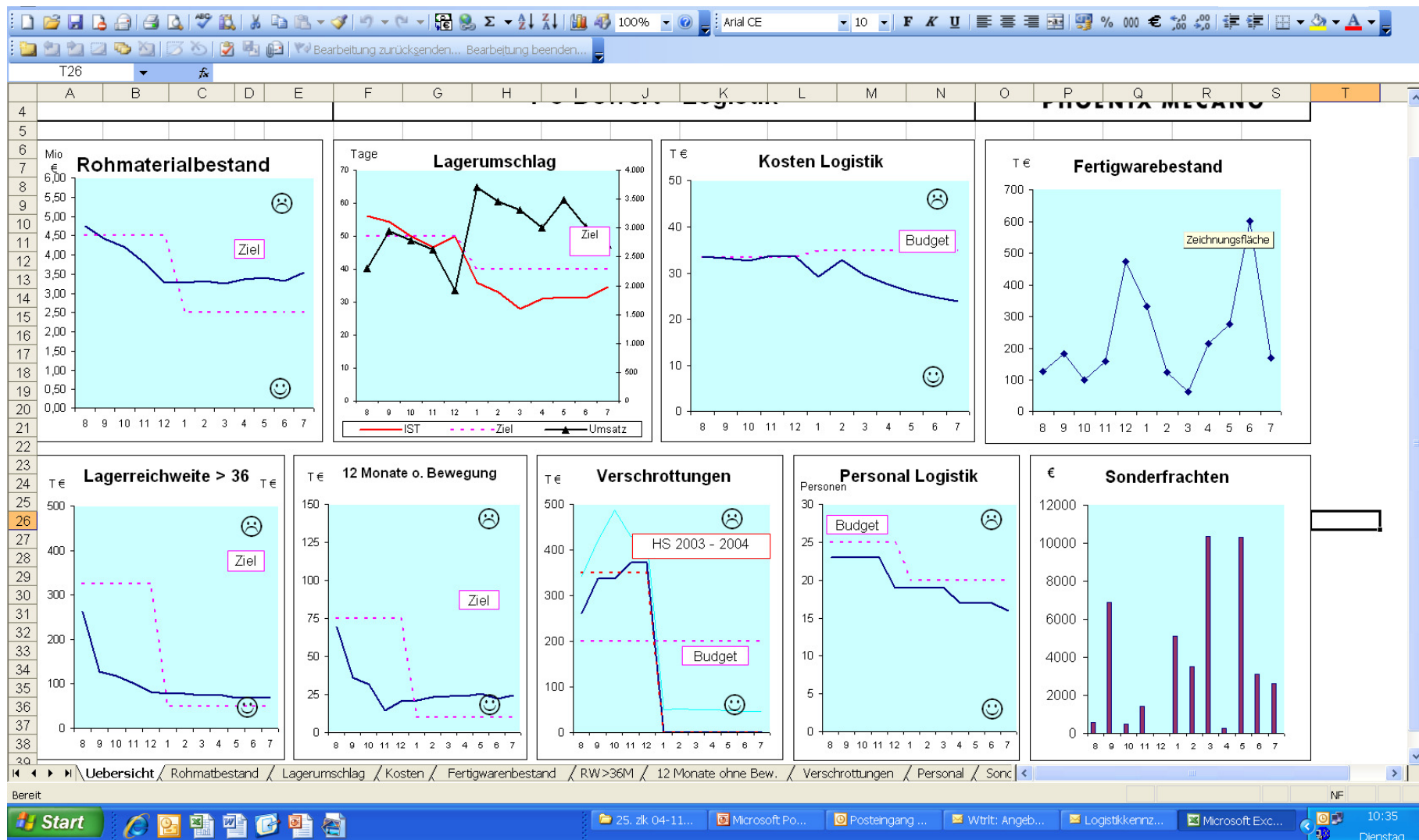
Meeting Requirements at Different Locations



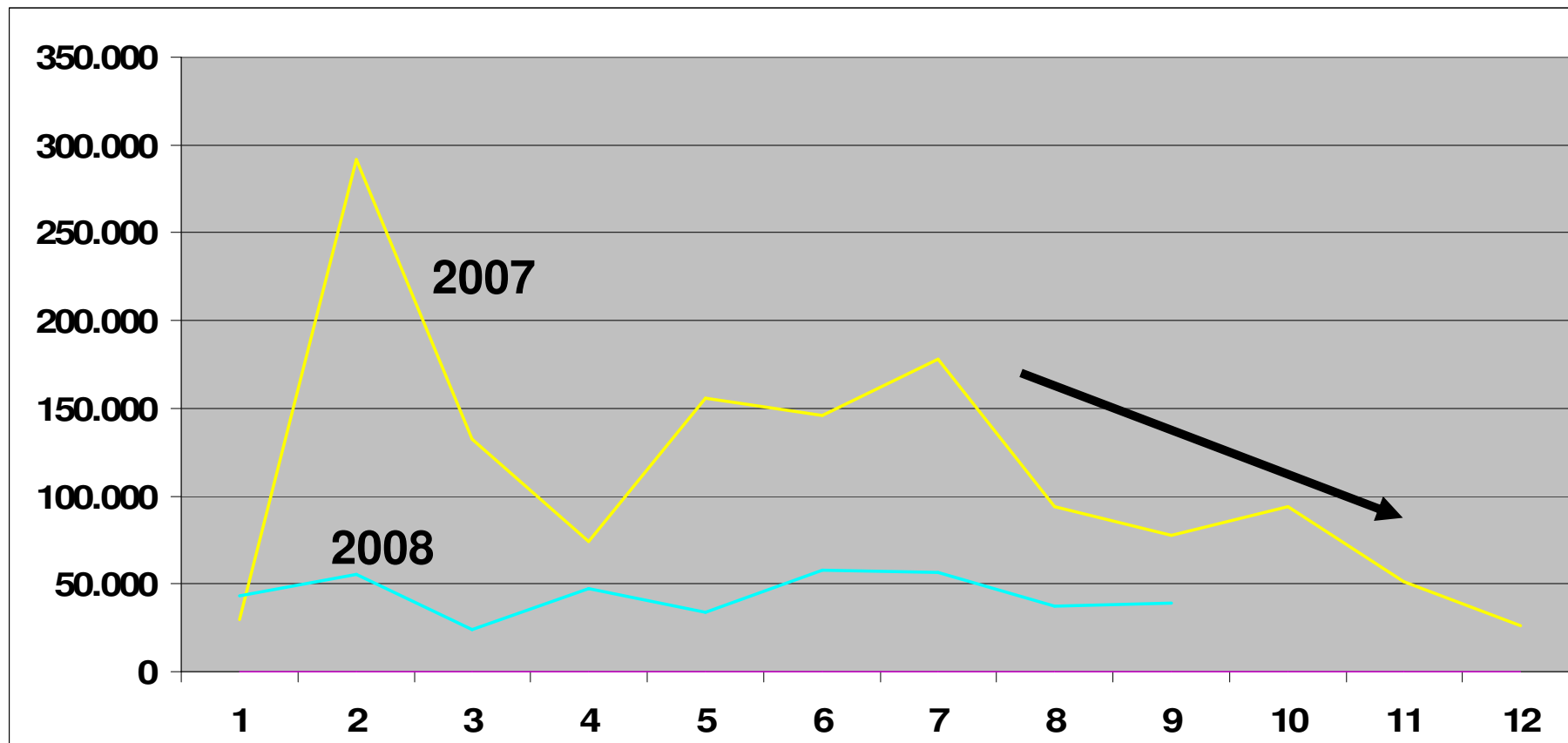
Globalization of Supply Chain



Starting Improvements with Set of Measures



Achieve Significant Cost Reduction

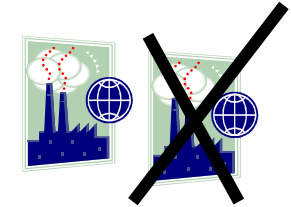


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Cycle of Condensing the Supply Chain

- Concentrate redundant factories
- Localize components sourcing and production



Readjustment of our Value Proposition

- Include supply chain costs in pricing
- Deliver directly to customers



Design products to logistics needs

- Make customization easier (E II)
- Reduce variability of standard products



Facilitate data transparency and data flow

- Interchange data electronically EDI

