

SERO - DEBUT AT IAA 2019

The IAA was a great opportunity to meet and talk to existing customers and, above all, to make new and promising acquaintances with relevant contacts of potential customers.

The 68th IAA took place at Messe Frankfurt under the slogan "Driving tomorrow". Besides well-known automobile manufacturers and their suppliers, innovative tech companies and start-ups from all over the world were represented. SERO, as IATF 16949 certified top manufacturing service provider of the German EMS market, also exhibited at the IAA for the first time in the history of the company.

Together with 29 other companies, SERO GmbH formed the "European Tech Pavilion", a joint booth in the New Mobility World Hall 5. The exchange with co-exhibitors, the presence of a specialised audience and the increasing electrification provided the basis for numerous interesting discussions as well as the prospect of exciting future projects.

The public also showed great interest in the SERO GmbH premiere at the IAA. SWR television interviewed the Managing Director Dr Bernd Welzel on the trend topic of electromobility and SERO's prospects as German automotive supplier. The report was broadcasted on 10. September 2019 at 21.45 pm in the news format "SWR Aktuell Rheinland-Pfalz". Local political representatives were also able

to form an impression of SERO. The Rhineland-Palatinate Minister of Economics, Transport, Agriculture and Viticulture, Volker Wissing, as well as Christian Baldauf (member of the Rhineland-Palatinate state parliament) were welcomed at the booth of the EMS service provider.



In order to continue breaking into the international automotive market and to take the first steps towards acquiring new customers, SERO presented itself to several automotive suppliers as a professional local EMS partner and was met with great interest. Now it is time to turn words into deeds and actively use the new opportunities to generate new orders.

NEWS



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The most important trade fairs for SERO are electronica and productronica in Munich, both drawing visitors from across the world. We would like to cordially invite our customers, business partners and anybody interested in our products to visit us at productronica this year.

EDITORIAL

DEAR EMPLOYEES, DEAR BUSINESS PARTNERS,

SERO can now again build on a solid foundation.

An eventful financial year 2018/19 lies behind us. After the acquisition of SERO by DBAG, we gained a lot of new insights and had to accept many changes: not only within our SERO but also in the global political environment and the resulting market conditions.

Global world trade is dominated and thus limited by protectionism and war-like economic restrictions. Proven and successful strategies are denounced without offering reasonable alternatives. The car has now been declared as an environmental pest. Remarkably, on the one hand protesting environmental activists have arrived at the centre of our society while, on the other hand, sales numbers for vehicles have increased in Germany once again (by the way, with the share of the especially criticised SUVs increasing once more). In Germany, we hear that the German automotive industry in particular is responsible for all environmental problems in the world. However, it should make us think that the production volumes of German carmakers abroad continue to increase, to such an extent that this more than compensates the significant decline in production in Germany (up to August 11 %).

We in Germany will not save the environment by rigorously restricting individual mobility. Instead, such endeavors will significantly weaken our economic power. We heard more and more about many impacts on the automotive industry and its suppliers in the second half of the year – we too had to reduce our production volume in the summer months for these reasons.

In addition to the current market weakness, we are feeling the effects of past, strategic wrong decisions. As you know, these have also led to changes in the management: We do not want to rest on past successes, but actively position SERO as a competent EMS partner in a broader market environment.

Thereby we must meet the challenge of generating new orders in a more difficult economic environment, also from new customers and industries, and successfully introducing them into production. We should be happy to have established a management team that consists of a healthy mix of experienced and new colleagues. Despite all the adversities, we continue to have our finger on the pulse of time as an EMS service provider and benefit from increasing electrification – the automotive not being the only sector in which it is expanding.

On this basis and with your support we will successfully lead SERO into the future. In addition, our presence at this year's IAA, a real first for SERO, can already be considered as complete success and as positive start into a promising future.

Personally, I would like to thank you for the open and warm welcome that I received.

Sincerely, your

Dr. Bernd Welzel
Dr Bernd Welzel



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NOVEMBER TRADE FAIR

Visit us at
productronica 2019
from November 12 to 15
in Hall B3 at Booth 445



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THE LATEST IN LED TECHNOLOGY FOR THE AUTOMOTIVE INDUSTRY

SERO brings light into the darkness.

The rise of LED lighting is not merely limited to our homes. More and more LEDs are being used in the automotive industry as well, offering the end user benefits over conventional lights, such as longer service life and greater energy efficiency. However, there are great challenges that must be mastered in the production process to guarantee that each light shines the same in the end.

DIVERSITY IN LED ASSEMBLY

SERO has managed to develop special skills in this field of technology. PCBs assembled with LEDs for reverse lights, turn signals, brake lights, daytime driving lights, as well as interior lighting are produced every day in the state-of-the-art and fully automatic electronic manufacturing plant in Rohrbach (Rhineland-Palatinate) for

THE CHALLENGES IN PRODUCTION

During the assembly process, however, the small lights can lead to quite a few challenges. To date, it is not yet possible to define the binning of LEDs in advance during production. In LED jargon, binning refers to the categorisation of LEDs into various light classes. This usually takes place depending on the luminosity, colour temperature, voltage, and tone of colour. When looking at the production process of SERO, this means that the assembly of one and the same product needs to be adjusted continuously, with LEDs supplied in a binned manner. SERO's proprietary production planning system modifies the assembly of the component in a fully automatic manner as soon as the LED binning has been registered and checks the stock of required components. All information is then automatically transmit-



big players in the automotive industry. Depending on customer requirements, the LEDs shine with different intensities and colours, and are assembled onto classic green as well as white, red, or black PCBs. This variation in colour reliably prevents distortion of the light colour and ensures optimal results. RGB LEDs have become particularly popular in vehicle interiors, as they can take on any kind of colour tone. Drivers can express their personality through the light strips within the interior of the vehicle.

ted to the SMD assembly lines and testing lines. The functionality, intensity, and tone of colour are then measured during the electronic testing and compared with the available requirements. This is how SERO guarantees uniform quality of light, in spite of different binnings.

And the results are impressive: SERO uses the latest in LED technology to help reputable automotive brands bring light into the darkness!



SERO GmbH quality assurance department behind from left to right: Sebastian Graß, Holger Rinck, Dennis Kusch, Denny Nitsche, Andreas Jordan; in front: Andreas Voigt, Martyna Schader, Hans-Peter Weber, Natalie Kern, Dominic Trautmann.

OUR Q-TEAM:

10 EMPLOYEES SUPPORT US IN ACHIEVING ONE GOAL: CONSISTENTLY HIGH QUALITY AT COMPETITIVE PRICES

Quality is the product of attention to detail.

As an EMS service provider with production in Germany, SERO puts quality first. In order to meet our own consistently high demands and those of our customers, the quality assurance department has one objective only: faultless production of our products.

Quality at SERO is strictly monitored across all departments. The entire process chain from development, purchasing and planning to production, sales and logistics is involved. All SPI/AOI and ICT/FKT data are continuously analysed in order to detect quality defects in production at an early stage and to be able to take countermeasures directly. In addition, SERO uses specially programmed databases to retrieve detailed information about production at any time. The Q-team also ensures that the entire value chain meets the highest quality standards by conducting regular audits.

The good cooperation of quality control, quality planning and quality management as well as the precise work of all employees are crucial to ensuring that SERO continues to meet the criteria for certification according to IATF 16949, ISO 9001 and ISO 14001.

The performance figures speak for themselves. With the help of the methods and systems that the quality department uses to monitor quality of work, and the valuable work delivered by each individual employee, the error ratio in the automotive segment was reduced to one part per one million parts delivered (1 ppm) this year. The entire staff of SERO GmbH can be proud of such a result.

An experienced employee recently joined the quality department in order to be able to meet the continuously increasing quality requirements in the future.