

Dan's Six Pack

Talking with Precision Circuits West's President Sam Akbari

In business since 1985 PCW is one of those unique companies that offers their customers both Quick Turn Prototypes as well as production PCBs. They also fabricate both rigid as well as flex and rigid flex boards in their Southern California facility.

Dan: Sam, first tell us a little bit about your company Precision Circuits West, not only when it was started, but talk about some of your capabilities and technologies please.

Sam: We have been in business since 1985. Our goal is to give the best possible service at all times from design, to delivery of the on time finished boards. We meet our commitments. We provide 3 day to 3 week delivery for prototype and pre-production quantities. Production deliveries are from three to six weeks depending on the complexity and quantity. We work from Gerber data files via email or original silver films. We offer complete CAD/CAM design services with many years of experience in designing all types of circuit boards. We also offer reverse engineering. Besides building the boards we can also design them as we have many years of experience in the design and layout of PCBs. We produce boards from a number of high tech materials including: BT, Rogers, Arlon, Kapton and Polyimide. We also offer all body gold as well as ENIG and immersion silver. Our goal is always to provide our customers with a complete PCB solution at a very competitive price.

Dan: Tell us something about yourself Sam, what is your background?

Sam: I have a master's degree in Engineering from New Jersey Institute of Technology (NJIT) and have been involved in the PCB industry since 1992.

Dan: So Sam this is your chance to talk about your company. What makes your company stand out? What do you do better than anyone else?

Sam: We offer our customers various types of PC boards including Rigid, Flex, Rigid/Flex, Teflon, Polyimide and metal core boards, so our company is a one stop shop. We also provide engineering support.

Dan: Here is a question I always like to ask company leaders; what is your opinion of the industry here in North America?

Sam: I believe this industry will rebound in North America even with offshore competition since Asian shops are raising their prices and having quality issues.

Dan: And that being said, what is your company doing to remain successful?

Sam: We diversified our business and found a niche market for some complex and special products thru R & D.

Dan: Very good. Which Taiyo products do you use and why do you prefer them over another company's products?

Sam: We use LPI solder mask PSR-4000 BN, Legend Ink S-200 E and S-200 W LP as well as white solder mask for LED applications, plus Amber and Green solder mask for Flex circuit applications. We have been using Taiyo products for the past 10 to 12 years. This is one of the best products in the market, has wide process windows, the product adhesion to the surface is very strong and we have never found peeling problems. We have tried some other products in the past and had lots of issues with peeling and chipping during fabrication and assembly. So we always come back to Taiyo!

Dan: Thanks Sam.

For more information about Precision Circuits West go to: www.pcwesti.com