

## ALBRIGHT EXPANDS MANUFACTURING INTO CHINA

Albright International has invested in a wholly owned manufacturing facility in the Shanghai area of China. Trading as Albright China, it has been set up as an extension of Albright's manufacturing capability, adopting the same high standards which are enforced in the UK manufacturing sites. It is a fully self sufficient

factory designed to replicate operations and standards in the UK and enable Albright to serve our Chinese and further Asian region customers. China was an ideal location for Albright manufacturing expansion plan for a number of reasons. The Chinese contactor market is vast, Chinese prices are very competitive and with nu-

merous counterfeiters of the Albright product range already in the Chinese market it was an opportunity to bring the original quality line of products to the Chinese market place. Select product lines required in volume for this region are currently being produced or evaluated for production in this facility.



The New Manufacturing Facility Albright China, Shanghai District

## OFFERING A COST REDUCTION OPPORTUNITY ALBRIGHT INTRODUCES THE SD200 & SD300 SWITCHES

Designed to replace the preceding range (SD150 and SD250), the SD200 and SD300 are enhanced models with a higher current rating of 200 and 300 amperes respectively.

Both of the new models include an optional fuse holder and a reliable microswitch configuration. These devices are a more physically compact and cost competitive

solution than competitors similar devices available (or due to be released in) the market place.

The pre-existing SD150 and SD250 will remain in production for the time being, however due to the series enhancement customers are advised to consider these new switches as a replacement for existing applica-

tions.

For further details please refer to the SD200 and SD300 data sheet which can be obtained through your local agent, our web site or by contacting the Albright technical department (please see [page 4](#) for contact details).



The new SD200 & SD300 Switches

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## NEW FACTORY, NEW MANAGER: TONY NICHOLS ON THE PROSPECT OF OPENING ALBRIGHT CHINA



**Tony Nichols, General Manager of Albright China**

As the General Manager of Albright China, Tony brings to his role a wealth of experience in manufacturing and management techniques. Having obtained a degree in engineering, Tony proceeded to plant managerial positions in the USA and Middle East, so is well versed with varying cultures and the challenges such differences can present.

Prior to joining Albright China, Tony spent 10 years working for a company based in South China, holding the position of Operations Director for Chinese operations. In this role he was accountable for manufacturing, distribution and marketing.

Looking for a new challenge, Tony was attracted to his current position at Albright as he saw this as “being an opportunity to learn and further utilise my knowledge of Chinese business practice”.

When asked what his vision for Albright China is, he responded “firstly to establish the factory and service existing customers, maintaining the quality of

the UK manufactured Albright product with improved prices and service”.

Addressing the medium and long term vision he went onto say, “to expand the company and industry base. Providing solid support to the customer base in China, but also explore opportunities to export to service existing Albright customers in Asia such as India and Malaysia, and depending on capacity, extend beyond Asia and service US and Europe.”

As with all new ventures, establishing Albright China will not be without its challenges. Reinforcing his recognition on Albright brand and quality, Tony acknowledged “it is essential to establish

the same level of quality and reliability in China as we have in the UK.” Tony foresees the path to achieving this as “getting extremely efficient, offering the customer the best quality of product at the best price and initially, convincing the customer we are Albright, manufacturing the same quality product they have come to expect”.

For the future, Tony would like to grow with the company and see Albright China become a big player in Asia. He sees this as an exciting aspect stating “the company is expanding and there are opportunities to contribute during this growth period”.

## MODERN ENGINEERING APPROACH BENEFITS THE CUSTOMER

Over the last few years, Albright International has undertaken considerable investment in the development and introduction of a modern 3D CAD System along side sophisticated manufacturing systems.

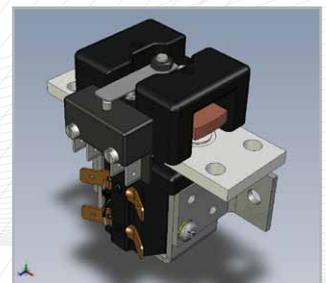
The advantage of utilising the CAD system has been two fold; it has assisted in the fulfilment of design criteria, and improved efficiency. This has resulted in benefits to the customer with a reduction in design lead

time from original concept, to physical sample through to finished product. Furthermore, customers can be provided with 3 dimensional data or physical samples from our rapid prototyping facilities, enabling concepts to be incorporated into their own designs for easy visualisation and assessment.

Fully automated production and inspection equipment resulting from continual improvement programs has led to an

evolution of manufacturing techniques. The outcome of which is the provision of high throughput whilst maintaining the repeatability of quality. The direct benefit to the customer has been a reduction in lead times, more flexibility for design and a higher standard of product.

Should a customer want a contactor developed for a particular application, depending on overall requirements and volume, Albright can engineer



**CAD Model**

specific designs for customers. These can be a distinct variation of an existing product, or a complete new product range.

Albright is proud to be one of the few companies that wholly designs and manufactures its own product ranges.

## PROVIDING PROTECTION IN A COMPACT DESIGN – SU280P, SU285 AND SU285P

Albright has extended the SU280 range with the launch of the SU280P, SU285 and the SU285P all of which are rated up to 350 amperes continuously.

The new SU280P contactor is protected to IP66 (sealed in an inert plastic case to provide protection against environments such as water spray, airborne dust etc) and can

be fitted with our standard range of mounting brackets. Magnetic blow outs are not recommended for this contactor; however these can be fitted for very infrequent switching applications.

Additionally, Albright has released an SU285, which is a Normally Closed configuration of the SU280. The SU285 can be supplied with

the same available options as the SU280 as well as configured for an IP66 rating (SU285P).

For further details please refer to the SU280 data sheet which can be obtained through your local agent, our web site or by contacting the Albright technical department (please see page 4 for contact details).



The new SU280P contactor

## PROACTIVE DECISIONS HELP COUNTERACT THE RISE IN RAW MATERIAL PRICES

*“we have invested more than US \$2 million to counter the increase in our costs and continue our position as the number one manufacturer of DC Contactors globally”*

It is an unfortunate fact of current life that the cost of living is increasing for us all. There are numerous reasons for this, but directly affecting manufacturing are rising energy costs and the rapid escalation of material costs.

For contactors this is predominantly copper and silver. However, despite the world wide costs of

raw materials increasing dramatically over the last 4 years. Albright has proactively limited price increases to the customer through high investment and increased efficiency enabling us to continue competitively supplying the global market with no compromise in quality.

As testament to this, in the last 2 years we have invested more

than US \$2 million to counter the increase in our costs and continue our position as the number one manufacturer of D.C. Contactors globally.

As well as significant investment in the UK, as stated previously, we have opened a new factory in China and forthcoming will be a new facility in Eastern Europe.

## SWITCHED ON TO MARKET OPPORTUNITIES THE SW68 IS LAUNCHED

Albright has further added to the SW60 range with the double pole SW68 contactor. Sharing the same footprint and mounting options as the SW60, this new contactor is rated up to 80 amperes continuously per pole.

Further options shared with the SW60 range include an IP66 option, magnetic latching and coil suppression. However, please note that currently, there is no option for auxiliary contacts or magnetic blow outs on this contactor.

For further details please refer to the SW68 data sheet which can be obtained through your local agent, our web site or by contacting the Albright Technical department (please see page 4 for contact details).



The new SW68 contactor

## QUALITY ENFORCEMENT: AN EMPLOYEE FOCUS ON JUSTIN KIRBY, QUALITY ASSURANCE ENGINEER

Each newsletter edition, we will focus on one of our dedicated and valued team members. For this first edition we introduce Justin Kirby, Quality Assurance Engineer based at Whitchurch, UK.

Justin has 20 years experience within the field of quality engineering, previously working in the hydraulic lift and Forklift truck industries before joining Albright in 2000. In his current role Justin is responsible for Supplier Quality, which encompasses auditing and monitoring. Directly linked to this activity is Goods Inward Inspection, for which he takes responsibility, ensuring records of supply are maintained in order for attention to be focussed to the necessary areas for

improvement. Internal audits, ISO procedural matters, including ISO9001 and ISO14001 Environmental Management System, are just some of the other key activities Justin has evolved into during his time at Albright.

One of Justin's main responsibilities is to set and maintain repeatable quality standards from both internal and external suppliers and ultimately ensure the quality of the Albright product within the customer applications. This he achieves through drawings, procedures, training, standards, good communication and the use of fully calibrated quality equipment (for which Justin is responsible).

To assure the set requirements are met, Justin relies on the good communications and relationships he has built with suppliers, monitoring their progress and feeding this back to them. He has accomplished this in a number of ways including, but not limited to; specific meetings, monitoring any rejections/concessions and audits. Justin emphasised "the importance of working with suppliers to assist them, and ultimately us, in achieving the goals set."

Like many at Albright, Justin enjoys his "varied and interesting role" and has noted "with the speed of change getting faster and faster, it has brought new challenges with it", believing "to rise to these



Justin Kirby, QA Engineer

it is very important that we continue to pursue the high quality route in all Albright activities, now and in the future."

### ABOUT ALBRIGHT

Albright International is a privately owned company, founded in 1946. Initially, the company manufactured specialist switch gear to customers' designs, beginning the manufacture of the Albright contactor range in 1955 which started the strong tradition of designing and manufacturing its own products. Albright International operates from two sites in the South of England, in modern well-equipped offices and factories. Additionally, Albright has two wholly owned factories in China and Lithuania, manufacturing to our highest quality standards, for supplying the Asian and European markets respectively. Sales offices in France, Germany and Japan complete our international coverage. With a network of worldwide agents and distributors we can evaluate new applications, provide technical support and supply our original design D.C. contactors and spares throughout the world.

### CLICK ON TO OUR NEW WEB SITE

We have redesigned our web site to offer an improved on-line resource for our customers. New features include downloadable content, copies of our catalogues, application form and ISO certification and links to UL files. A glossary of terms used is available, including those frequently used on the application form. In addition there is now in-depth product detail available and an enhanced mapping of our distribution network. Visit our web site on [www.albrightinternational.com](http://www.albrightinternational.com).

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