

# Made in America.

## Eastek's Growth with EACT.

Joe Rocco reflecting on the success of the acquisition of Automated Circuit Technology, Inc.

# Made in America Makes a Comeback.

Joe Rocco, President and CEO of Eastek International, recently sat down to discuss the growth of Eastek a year later after the acquisition of Automated Circuit Technology, Inc. - now Eastek Automated Circuit Technologies (EACT) - a contract manufacturer of printed circuit boards and electromechanical assemblies, located in Milwaukee, WI.



## Why did Eastek acquire ACT?

It was a logical move to better serve customers here in the U.S. Our intention has long been to establish a stronger manufacturing base here in North America. Some customers have started to shift work from low cost countries back to the U.S. As their partner we want to be ready to support them. With a strong customer base and \$6-million in annual sales, ACT was a perfect fit for the Eastek family.

## How did the Eastek/ACT relationship begin?

It started in 2005 when a mutual customer of ours suggested we work together to help manage his new product development and growing production volume. Over time, Bill (Boyer) and I got to know each other better and discovered we shared similar views on running a company. Pretty soon we were recommending each other to our customers. Bill takes a highly ethical view of business management. His approach to building and improving his team is a near perfect match with ours.

## What persuaded ACT to join the Eastek family?

It was time for ACT to take their business to the next level. Eastek's management team and global sales force were well positioned to make ACT's services more available to a larger global market. Bill Boyer has done extraordinary things in leading ACT. Now, ACT will be able to benefit from Eastek's leadership in engineering, sales, China manufacturing and supply chain management. These resources will help make ACT even more successful.

## What values did Eastek and ACT share?

Both of our companies had set very high ethical, quality, and service standards for our organizations. We've both proven that ethical behavior, employee wellbeing, and cost competitiveness can coexist. Treat people the way you wish to be treated. Pay for performance. Provide ongoing learning opportunities. Employees grow and thrive in an organization with those values. There are costs but the dividends are excellent. Ethical decision-making is something customers of both companies expect. With ACT joining the Eastek family, we're adding not just U.S. manufacturing expertise and experience – we're adding people who share our values and goals. And that will make us all better.

## Where do you see Eastek and EACT heading in the future?

The acquisition was simply the next stage of growth for the Eastek family of businesses. Our goal was and still is to provide an outstanding level of technical service to all our customers in North America, Asia, and Europe. This requires having manufacturing capabilities close to where they operate and where their customers are. The acquisition of ACT, marked the beginning of North American manufacturing for Eastek. Now as Eastek Automated Circuit Technologies (EACT), we will be adding new resources to our North American operations in 2015. Of course, it still makes sense for some products to be manufactured in low cost countries – but not all. With EACT, Eastek can now offer the best of both worlds in contract manufacturing – a local presence with a global reach.

***In the past year with EACT, Eastek increased sales by 25%.***

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**Eastek International is a, vertically integrated, global contract manufacturer focused on driving value throughout our customers' supply chains, from concept to distribution.**