

# Vogtnews

Issue 01/2015



VOGT AG Verbindungstechnik CH-4654 Lostorf www.vogt.ch

HYBRID Expo 2015 Stuttgart  
Order your free admission ticket and visit us in Hall C2, Stand B13.

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## Editorial

### Real Challenges

From an economic point of view, we have been experiencing one of the greatest challenges for a long time. The extremely problematic exchange rate conditions paired with the task for even more cost-effective production raise doubts whether and in which time frame these tasks can be mastered. Switzerland has somehow become a victim of its own success and we have never before been so expensive in comparison with other countries. Yet, are we not complaining at a high level? Even if we now (have to) work longer and have to pay even higher health insurance premiums, we are still doing well compared to our foreign neighbours. However, the "still" worries me as any lead can be much more quickly frittered away than gained. And that is easily forgotten indeed. It is thus high time to put on the running shoes as the others in the market have obtained a currency head start that must be caught up with. We cannot really complain about this, or can we?

Thomas Vogt,  
Managing Director



## HYBRID Expo in Stuttgart



We are pleased to invite you to the HYBRID Expo in Stuttgart.

The HYBRID Expo is considered THE exhibition for the development and manufacture of hybrid components and their application industries. With its focus on components made of various materials and on integrated manufacturing processes, it presents solutions for the current challenges of function integration, process shortening and resource efficiency.

The exhibition was already a complete success in 2013 and had many visitors. This concept will also be continued this year. The Stuttgart exhibition opens its doors from September 22 until September 24, 2015.

The focus of the exhibition matches perfectly with the core competences of Vogt AG Verbindungstechnik. We look forward to welcoming you in Hall C2, Stand B13 and presenting our wide range of products and our services to you. As a leading specialist in the area of customer-specific solutions, we are committed to offering you a complete package: From the development of your product to the individual packaging it is possible to realise your ideas thanks to our own manufacture with very high competences and more than 50 years of experience in the areas of punching, tube processing and plastic injection moulding.

Visit us in Hall C2, Stand B13 and we would be pleased to present our possibilities and our all-in-one service to you. Order your free admission ticket now by sending an e-mail to [marketing@vogt.ch](mailto:marketing@vogt.ch)

## SMD

The acronym SMD stands for Surface Mounted Devices, a surface-mounted component of an electronics printed circuit board. The demand for SMD mounting is increasing as miniaturisation is advancing. Particularly small components are processed gently and cost-effectively with this technology. While several steps are needed for conventional Through-Hole Technology (THT), the SMD component is placed directly on a copper-clad surface of the board and soldered.

The direct surface mounting enables processing on both sides and can easily be installed in small, compact enclosures such as mobile telephones or medical devices. Additional costs can be saved with the

elimination of the drilling and the faster production.

### SMD Advantages






- Processing of very small components
- Mounting on both sides is possible
- Saving space
- More resilient thanks to larger fixing area on the circuit board
- Drilled holes are not necessary
- Faster production process
- Reduction of the manufacturing costs
- Reduction of the conductor tracks
- Weight reduction due to the elimination of connection wires
- Higher reliability


Are you looking for an individual solution?

We are one of the leading specialists in the area of customer-specific products and are happy to help you realise your idea.

Our team advises you competently and clearly.

sales@vogt.ch  
Telephone +41 62 285 75 75

Article No.		Article Designation	Material Finishing
400.20		SMD contact springs	beryllium copper clean
400.22		SMD contact springs	beryllium copper gold-plated
408.60		SMD screw fastening	brass clean
408.68		SMD screw fastening	brass pure tin-plated
408068		SMD screw fastening packed in blister tape	brass pure tin-plated

Article No.		Article Designation	Material Finishing
410.48		SMD solder bridges	copper pure tin-plated
420.28		SMD fuse holder	bronze pure tin-plated
4200.28		SMD fuse holder packed in blister tape	bronze pure tin-plated
450.64		SMD insertion tabs	brass reflow tin-plated
4500.64		SMD insertion tongues packed in blister tape	brass reflow tin-plated

## Battery contacts

Our existing battery contacts were no longer suitable for today's needs and were above all too expensive for the manufacture. Based on the changed conditions, our in-house engineers developed new battery contacts to replace the existing ones.

This has resulted in four new contacts that are technically state of the art and above all no longer require expensive additional operations after the punching. Thanks to the elimination of the addition

al manual (!) work, the manufacturing costs could be dramatically reduced and the production time considerably reduced. We are of course pleased to pass on both benefits to you. Benefit from our new conditions.

The new battery contacts are again made of pure tin-plated spring steel; among other things this ensures the spring effect for the negative poles. The hole pattern has not changed so that you can easily replace already used battery contacts.

You can find further information at our web shop. Our sales advisers are also always available.

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DISCONTINUED ITEM	NEW ITEM
Battery contact positive pole TYPE AAA Article No. 1456a 	Battery contact positive pole TYPE AAA Article No. 1456a.98  <div data-bbox="1289 969 1489 1171" style="float: right; border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center;">             Price reduction of  <b>-13%</b> </div>
Battery contact negative pole TYPE AAA Article No. 1456b 	Battery contact negative pole TYPE AAA Article No. 1456e.98  <div data-bbox="1289 1272 1489 1473" style="float: right; border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center;">             Price reduction of  <b>-73%</b> </div>
Battery contact positive pole TYPE AA Article No. 1456c 	Battery contact positive pole TYPE AA Article No. 1456c.98  <div data-bbox="1289 1574 1489 1776" style="float: right; border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center;">             Price reduction of  <b>-13%</b> </div>
Battery contact negative pole TYPE AA Article No. 1456d 	Battery contact negative pole TYPE AA Article No. 1456f.98  <div data-bbox="1289 1888 1489 2089" style="float: right; border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center;">             Price reduction of  <b>-66%</b> </div>

## Connector strips 6.3 mm

With our connector strips, you can easily transfer signals and voltages on multiple connections. The parts made of brass are available in the 6.3 mm standard size and various designs. We can also adapt the surface coating of these parts exactly to your needs and also the number of contacts per connector strip. They are also available in an insulated version.

If you have not found any appropriate connector strip in our range, our engineers can develop jointly with you your own connector strip precisely according to your requirements.

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## CRM – Customer Relationship Management



Anca Roos, Internal Sales Manager

We are in an era where an overabundance of products and services confuses the customer. Classical unique selling points (USP) are slowly dying out and the simplest criteria such as price are raised to the deciding factor thanks to the World Wide Web.

How, therefore, can we highlight other factors to win customer orders, not only if the price is decisive? Intensive customer support is among the magic words that

are in fact heard a lot but rarely experienced. If the sales person already knows what the customer actually wants before the telephone call, we are living CRM.

On the one hand, a tool is needed and on the other hand, a change of mind is required so that the whole thing is lived in the truest sense of the word. CRM is a philosophy and not only software which should now be used incidentally. The customer wants to be, must and should be supported. The customer should feel important at Vogt AG Verbindungstechnik, taken seriously and above all he should like to return to us. We can only guarantee optimum customer support if all relevant information about the customer is ready at the press of a button.

Vogt AG Verbindungstechnik has been working for a long time with its CRM tool developed in-house and been able to cover the characteristics and needs of the customers. Over time, the further development of the in-house CRM has proven to be too expensive and we have now been working with a standard solution customised for us since the beginning of 2015. We are convinced that we can support you even better and more intensively with the objective of bringing all business to complete success for both parties.

