

Asteelflash Group Intensifies Corporate Initiative That Focuses on Manufacturing Excellence

Asteelflash Excellence System Provides Common User Experience

Fremont, CA –October 31, 2011 -- [Asteelflash Group](#), a leading provider of EMS services and 2010 EMS Company of the Year by *Circuits Assembly* magazine, has intensified their focus on a corporate initiative promoting customer quality and manufacturing excellence. This initiative enables Asteelflash to provide customers with superior quality services, project management and product quality no matter where in the world their products are manufactured.



Named the Asteelflash Excellence System, the initiative clearly defines the goals of excellence for each division within the corporation and provides a roadmap for reaching the highest level of customer quality and satisfaction. The Asteelflash Excellence System is a formalized process that embodies the company's corporate values of continuously working to improve customer satisfaction.

“Put simply, this initiative is about quality. It's a way to show our customers, suppliers and partners that Asteelflash's utmost commitment is to customer service and quality,” said Georges Garic, Executive Vice President and Chief Operating Officer for Asteelflash Group. “By creating this system, we hope to become the standard of excellence in the EMS industry.”

The Excellence System provides employees with a clear definition of excellence for each department in the company: Quality, Human Resources, Lean Manufacturing, Technology and Design and Supply Chain. The Excellence System provides managers with the tools and know-how to assess how their department is doing, and then defines a roadmap for improvement.

About Asteelflash Group

Headquartered in Paris, France, with 16 production sites on four continents (Europe, Africa, North America and Asia), Asteelflash employs over 4000 associates. Asteelflash Group was formed in February 2008 by the merger of ASTEEL and Flash Electronics. Asteelflash is currently ranked 19th among the top 50 Electronics Manufacturing Service companies worldwide. Asteelflash strives to be the recognized market leader in providing specialized EMS services to selected OEMs. The company specializes in new product introduction (NPI) and volume manufacturing and supply chain management services, tailored to its customers' specific needs on a local, regional or global basis.



#####

Contact information:

Jennifer Bilsey

Clarity Consultants (for Asteelflash Group)

+1-650-200-7820

jbilsey@gmail.com