

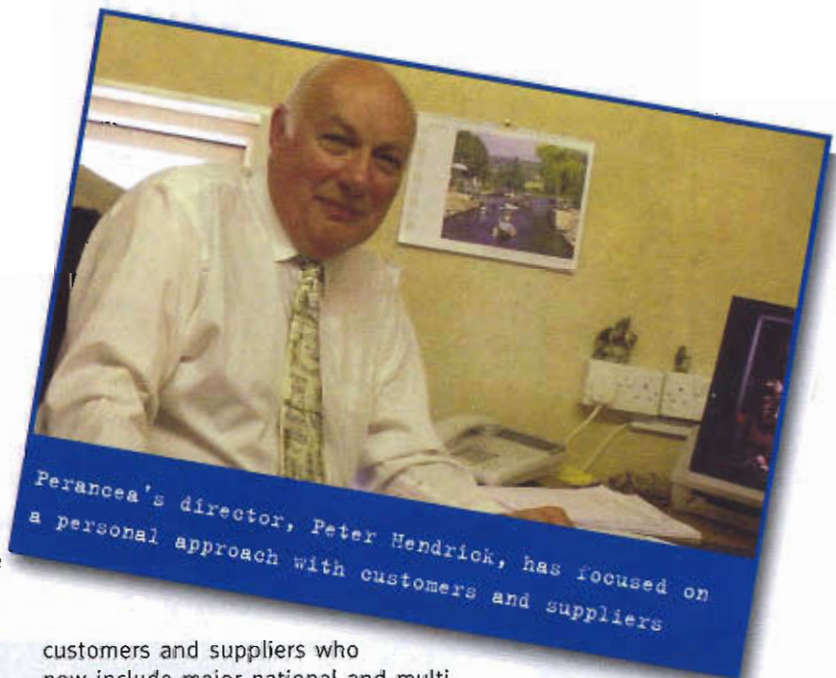
TAKING ON THE BIG BOYS

Muswell Hill, North London is home to a thriving and passionate enclosures designer and manufacturer, Perancea. While purchasers may be more aware of the company's larger competitors, director, Peter Hendrick, says that he's not afraid of taking on the big boys

Primarily, purchasers can utilise Perancea for enclosures, instrument cases and other housings for the electronics industry. This includes RFI/EMI shielding solutions and plastic and metal fabrication for the electrical, electronics and associated industries. The company also offers in-house customisation capabilities.

So why would a buyer opt for a manufacturer such as Perancea instead of the larger organisations? By offering a portfolio of enclosures from potting boxes to IP rated cabinets, the company is able to provide a wide scope of solutions for applications ranging from simple electrical to sophisticated communications packaging. But is that enough?

"We take pride in our close associations with our



customers and suppliers who now include major national and multi-national companies," explained Perancea's director, Peter Hendrick. "It's obviously difficult to compete with larger manufacturers so we aim to deliver something special – a complete service. I know how difficult the buying process can be, so we can help with a complete package from

“WITH THE POUND DROPPING AGAINST THE EURO, WE CAN FOCUS ON THE BENEFITS OF EXPORTING”

design to shipment. For example, if there was a problem with the printing at the final stage, we will take full responsibility to resolve the problem.”

By supplying such sectors as telecommunications, defence, environment and pollution control, Perancea has successfully developed a wide customer base. With a broad range and 25 years’ experience, Perancea’s one stop shop has maintained the personal touch, but remained tight on quality control. Peter’s hands-on approach has resulted in loyal customers, indeed, one particular client was the inspiration for the company’s new flagship product.

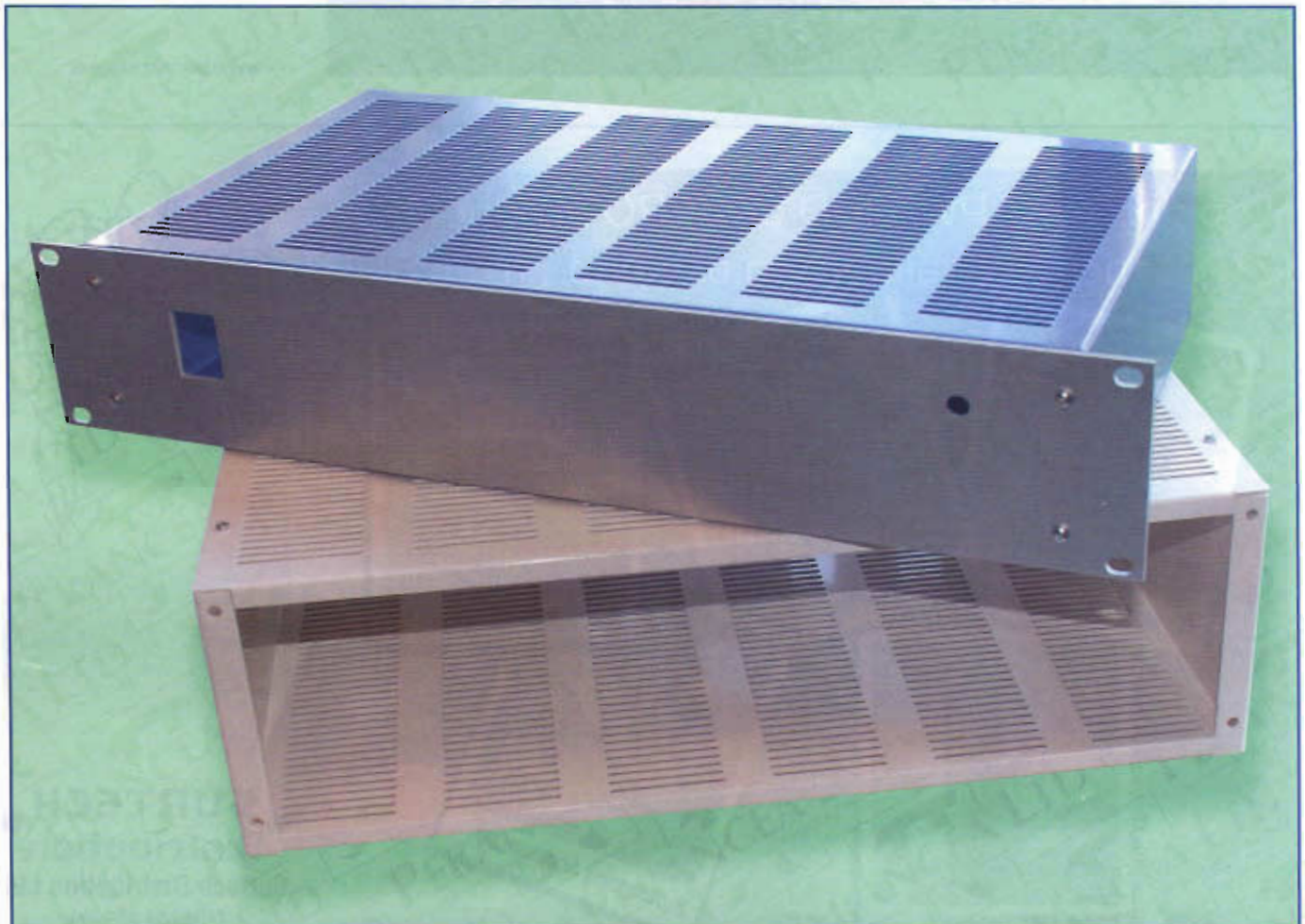
Peter continued: “One of our customers, Fox industries, had problems with other suppliers’ enclosures, either the case was too flimsy, or too expensive and there was seemingly a lack of support. So, after initial discussions, we arranged to visit Fox and, after discussing the requirements, we worked closely on designing a bespoke solution.”

The result was the 19” enclosure, which Fox Industries’

managing director, Roger Barrett found to be the ideal resolution. He explained: “Perancea have been an excellent supplier of 19” rack cases. They have worked closely with us to produce a standard ventilated chassis, with separate front and rear panels, which we can change depending on the application. Where necessary, fan apertures may be fitted in front or rear panels.”

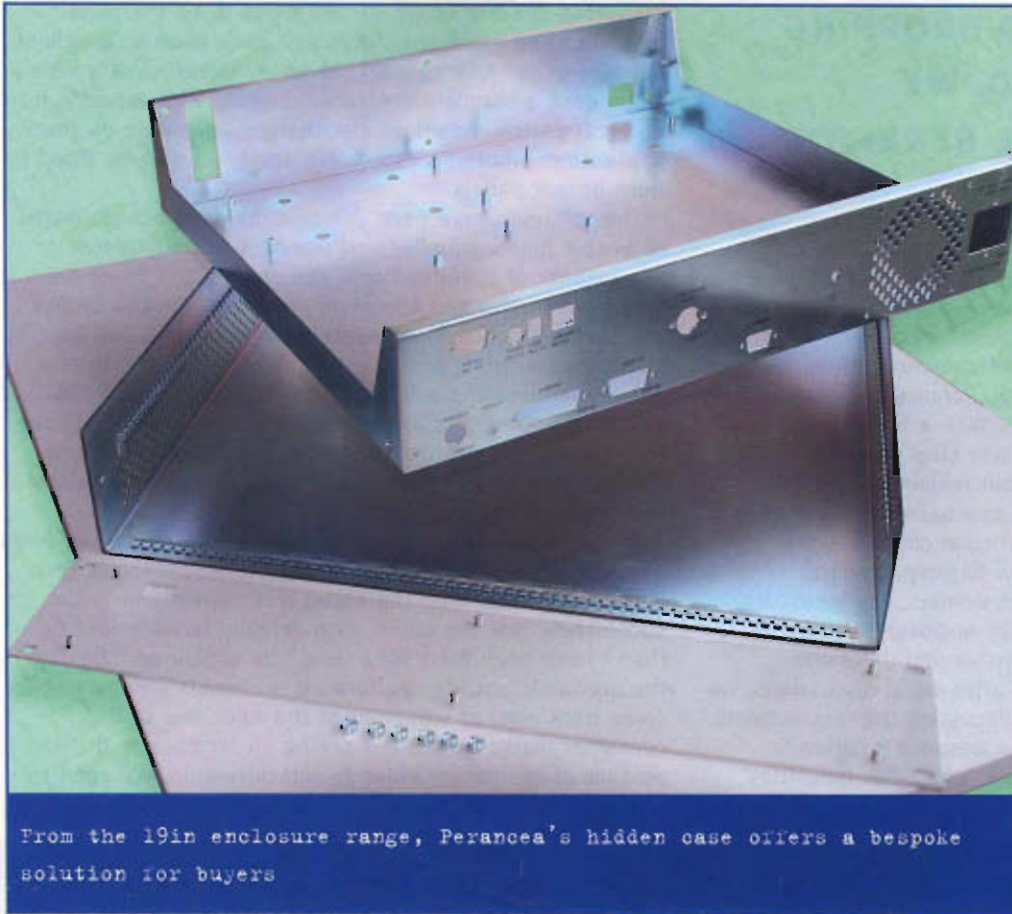
The 19” units have been designed for maximum strength to enable power supplies and inverters to be mounted in any number of configurations. The chassis and cover are ventilated to give the maximum amount of air flow across the power supplies. Once again, design features can be incorporated during manufacture, including front and rear panel apertures and printing. Peter Hendrick added: “By adding mountings for internal components, this can reduce costs during the manufacturing processes. As a standard option, there are no additional tooling costs, even for low volume production.”

With the present economic instability and escalating costs of raw materials an obvious concern to all manufacturers, Peter is confident that the enclosures market can successfully ride the storm. “I’m actually more optimistic than I have been for a long time,” he explained. “Despite the economic uncertainty, forward schedules are starting to creep back and, as we’re not at the front end of the consumer market, we’re not seeing an increase in the amount of companies going into receivership. We even try



Ventilated cases from Perancea’s flagship 19in enclosure range

22 ENCLOSURES



From the 19in enclosure range, Perancea's hidden case offers a bespoke solution for buyers

to use the current climate to our advantage, for example, with the Pound dropping against the Euro, we can focus on the benefits of exporting.”

A major challenge for a smaller manufacturer is how to increase its public profile, within a tight budget and limited time constraints. Coupled with the task of supplying purchasers quickly and efficiently, Perancea is proving its worth by maintaining close contact with its customers and its ISO 9001 approved quality system is maintained and reviewed regularly. While the big boys of the electronics industry may well hold the key cards, Perancea could still pull out the ace.

www.perancea.com