

welcome to the world of printed circuit boards



Dear Ladies and Gentlemen

Today we would like to inform you about the following topics:

- Further support for our sales team
- Results from the customer satisfaction analysis
- Supply chain situation in the electronics industry

Varioprint strengthens its Sales team

Varioprint has already demonstrated a successful approach to steady growth and globalisation.

Through our main plant in Switzerland and subsidiaries and anchor points abroad, we have actively promoted business relationships in the major global markets. The result is an [export quota of more than 80%](#). But there is always scope for more!

Our declared and common objective is to achieve even wider representation, including at the international level. For us, this involves serving additional markets while providing our existing partners with even better solutions based on an expanded range of offerings.

As part of our further expansion strategy, we are pleased to welcome Wolfram Zotter to our [Sales team](#). Wolfram Zotter can draw on over twenty years' experience and an international background in the PCB industry, which he intends to use for the benefit of both Varioprint and its customers, and thus promote further growth.

Through this additional support, we look forward to tackling future challenges and tasks with renewed vigour, so that we can continue to offer you innovative approaches to solutions.





Customer satisfaction analysis

To ensure continual development and improvement at Varioprint, we conduct a survey to our customers at regular intervals to gain their opinion.

We would like to thank everyone involved in this process for their extensive feedback, valuable inputs and constructive collaboration.

An international group of students from St. Gallen University of Applied Sciences (FH OST) assisted us in this project and put together a customer satisfaction catalogue.

Based on this, we were able to discuss topics such as flexibility, innovation and quality with you, which provided a more detailed insight into your specific requirements.

In the numerous discussions held, the topics of "faster delivery times" and "webinars" came up most often. We listened and we understand! What are we doing right now?

Over the coming months, we will be working hard to reduce our current delivery times by five days. To allow us to supply your PCBs within the required delivery periods, our highly automated processes will undergo extensive optimisation.

A number of aspects must be taken into consideration to ensure the successful (reliable) production of PCBs. During the course of this year, we would therefore like to give you the opportunity, with Webinar events to gain a more detailed insight into our value creation process. This also includes input on our design guidelines, new technologies or new materials.



Supply chain in the electronics industry remains constrained

As you will already have heard several times in recent weeks, not least due to the continual reports in the media, the situation on the global market has not improved – quite the opposite!

The continued increase in demand for raw materials, combined with reduced availability from many manufacturers, has led to serious shortages and massive delivery bottlenecks. The availability of virtually all materials remains hotly contested. As a result, prices have once again increased disproportionately over recent weeks.

A comparable situation applies to the availability of containers – despite initial expectations, the problem has become worse rather than better. Freight costs have therefore increased dramatically over the past weeks (currently by a factor of 8–10).

Since our primary focus is on supply security, we have no choice but to accept the disproportionate price increase, which is also in your interest. This is the only way we will be able to offer the best possible supply availability in the second half of the year.

We would like to thank you for your understanding and ask for your support in securing your demand figures. As this crisis has once again demonstrated, we are only successful if we work together



CONTACT VP



VARIOPRINT AG
Mittelbissastrasse 9
CH-9410 Heiden

+41 71 898 81 81
+41 71 898 81 82
info@varioprint.ch