



# ***Phoenix Electronic Enterprises, Inc.***

*Serving the Electronic Cable Assembly Industry Since 1972*

## Welcome to Phoenix Electronic Enterprises ...



From our President ...

Phoenix began in 1972 as a small, family-owned business in the Mid-Hudson region of New York State. Since then we have supplied the cable and cable-harness assembly needs of some of the most-well-recognized names in the electronics industry. With factories in New York, New Mexico and Puerto Rico, Phoenix is uniquely positioned both geographically and strategically to offer our customers the best price, on-time delivery and the highest quality.

Our philosophy at Phoenix is expressed by the phrase "*Total Customer Satisfaction*". We live up to this ideal every day by working hand-in-hand with customers and suppliers as partners in our efforts to deliver the highest level of customer service supporting our high-quality products.

Some of the advantages Phoenix offers are quick quotations from customer-supplied specifications, engineering support for development of new products and technologies, rapid prototype implementation and a seasoned staff of professionals available to help you identify and meet your requirements.

Going forward, Phoenix will continue to be a leader in the cable assembly industry. As world-wide economic, political and technological demands intensify, Phoenix is ready to work with your company to meet the challenges of a global economy.

Please review this introduction to Phoenix Electronic Enterprises, Inc., and let us know how we may help you.

Sincerely,

Ellen R. Heptinstall, President

## PHOENIX MANUFACTURING SITES

### HIGHLAND, NEW YORK

#### Phoenix Electronic Enterprises, Inc.

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**Vice President & General Manager: Jonathan Heptinstall**

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#### Phoenix Cables, Inc.

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**General Manager: Jack Williams**

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### RIO RANCHO, NEW MEXICO

#### Phoenix West Corp.

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**General Manager: Robert Castillo**

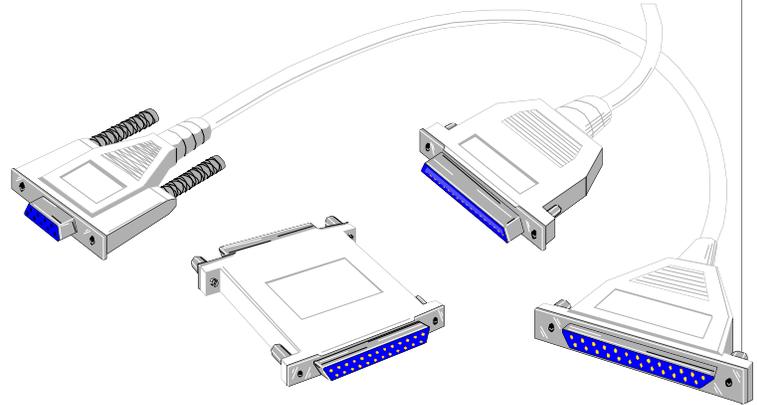
phoenixw\_robort@qwest.net



## Total Customer Satisfaction ...

### What it means:

- Quality products
- RoHS / WEEE Elemental Screening
- On time delivery
- Responsiveness
- Competitive pricing
- DFM / JIT Manufacturing
- Short lead-times
- Flexibility
- Engineering support
- Technical expertise
- Reliability Cost Performance Consultation
- Capacity to meet your needs



### How it's accomplished:

- Focus on core strengths; customer service, engineering support and flexibility
- Diverse product lines: ribbon, discrete, molded, .8mm, fiber channel, power cords high speed cable assemblies
- Partnership approach with customers
- Quick answers & responses
- Serve the needs of the customer in a powerful and consistent fashion.
- Fulfill all requirements expected of suppliers

## Capacity and Capabilities

With over 40 years of experience focused on all types of products for the electronics industry, Phoenix Electronic Enterprises has the ability to exceed all of your electronic cable assembly needs.

- Three manufacturing locations
- Extensive tooling & equipment
- Design and engineering support
- CAD and EDI support
- Diverse process capabilities (RF Products, .8mm Products, Molded, Fiber Channel, High Speed Cable Assemblies)
- ISO 9001 certified, UL and CSA registered



## Financial Stability

- Zero long-term debt
- Minimal short-term debt
- Extremely liquid capital
- All facilities 100% owned
- Equipment & tooling to meet the requirements of our customers

- **ELEMENTAL ANALYSIS**

## What is RoHS and WEEE?

EU 2002/95/EC also known as the RoHS Directive refers to legislation drafted in 2003 by the European Parliament restricting the quantities of certain hazardous elements in electrical and electronic materials. The law, referred to as the Restriction of Hazardous Substances directive will become effective on July 1, 2006. After the law goes into effect products entering European Union countries will require strict documentation of compliance, with each Member State being responsible for their own enforcement program.

EU 2002/96/EC also known as the WEEE (Waste Electrical and Electronic Equipment) directive which is already in effect as of August 13, 2005 aims to minimize the impact of electrical and electronic equipment on the environment both during its normal lifespan and after becoming waste. This directive applies to a large group of products and sets criteria for the collection, treatment, recycling and recovery of waste electrical and electronic equipment. Requirements include but are not limited to the removal of all plastic containing brominated fire retardants and components containing mercury such as switches and backlights.



## How do we do it?

The NITON XLt 797 is the ideal tool for first-pass elemental screening in manufacturing. The non-destructive x-ray fluorescence analysis provides the information necessary for fast pass or fail materials decisions.

The unit performs verification testing for the following substances restricted by RoHS ... Cadmium, Mercury, Lead, Chromium, Polybrominated Biphenyls, Polybrominated Diphenyls and many more.

## Need to comply with RoHS or WEEE ... or just want an environmentally sound product?

Whether you need to comply with RoHS to ensure that your product is safe for its intended market or whether you need to be sure that your product will not pollute when it reaches the end of its life cycle by complying with WEEE, Phoenix can help you meet your environmental requirements by non-destructive materials screening using x-ray fluorescence technology.

Phoenix can provide non-destructive verification of the presence of bromine and cadmium in plastics, mercury in switches and lead in solders and electronic components.

- **RoHS / WEEE SCREENING**



Index	Reading No	Time	Type	Duration	Units	Sequence	SAMPLE	LOC
1	36	2006-05-16 07:17	ABS	40.30	ppm	Final	bb1430p-7r05	
2	37	2006-05-16 07:20	ABS	125.75	ppm	Final		
3	38	2006-05-16 07:22	ABS	60.63	ppm	Final		
4	39	2006-05-16 07:22	ALLOY	15.46	%	Final		
5	40	2006-05-16 07:23	ALLOY	13.20	%	Final		
6	41	2006-05-16 07:42	ALLOY	24.38	%	Final		
7	42	2006-05-16 07:43	PVC	11.07	ppm	Final		

## Certification -vs- Screening!

As a manufacturer of custom customer-designed products Phoenix can't certify that your product is compliant with RoHS, WEEE or any other law or regulation. What Phoenix can do is provide the peace of mind that comes with knowing that your third-party production materials have not only been certified by their manufacturer but that they have also been independently screened at Phoenix to ensure the accuracy and completeness of their specific CoC (Certificate of Compliance) ... now that's due diligence!

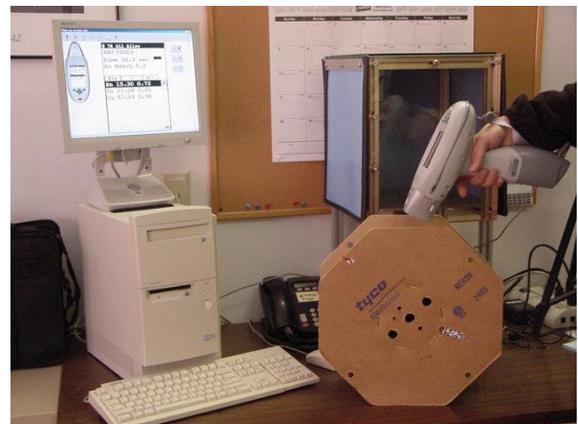
## Have you been diligent in your efforts to comply?

If your products will be sold in any EU Member State you need to ensure that the raw materials used to assemble your products have been certified by their manufacturers as compliant with the RoHS and WEEE directives. Sometimes however, just a certificate of compliance is not enough ... and sometimes (in our experience ...) a CoC is inaccurate or incomplete! Every supplier of electrical or electronic equipment must not just rely on the statements of their suppliers but must also take affirmative action to comply on their own behalf to establish due diligence.

Even if your products are not currently sold where environmentally hazardous substances are restricted or banned it is now considered an industry best-practice to be aware of and abate the use of hazardous substances in manufacturing. Further, it is anticipated that legislation similar to or exceeding the EU directive will be drafted in the U.S and other markets in the near future.

You need to limit your liability in the event your products ultimately reach a market where prohibited or restricted substances might cause an action against your company for compliance failure.

Phoenix can help you ensure that your products are within specified requirements by providing elemental analysis screening services for raw materials used in manufacturing your product.



# Electronic Cable Assembly Product Lines

- Ribbon Cables Assemblies ( Special High Speed Machines )
- Scsi I, II, III Harnesses
- .8mm Assemblies
- Utp Category 5 Patch Cords ( Molded / Non-Molded )
- Discrete Wire Harnesses
- SC, ST, FC Types
- Lamination
- Single, Double
- Laminate Teflon Wires
- Molded Assemblies ( Injection or Hot Melt Application )
- Coaxial Assemblies
- Power Cords
- Fiber Channel Assemblies
- RF Microwave Harnesses
- Medical Cable Assemblies
- Special Soldering Applications
- Value Added Work ( Enclosures )
- High Speed Cable Assemblies (InfiniBand)
- Precision Micro-processing
- Direct Attach
- Ability to meet reliability and performance criteria of leading edge programs

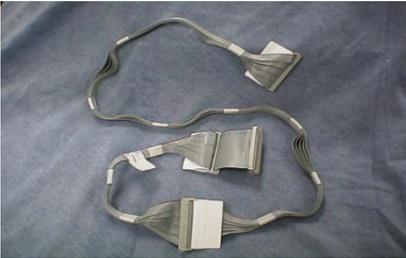
# Custom Assembly Product Samples



Ribbon Cable Assemblies



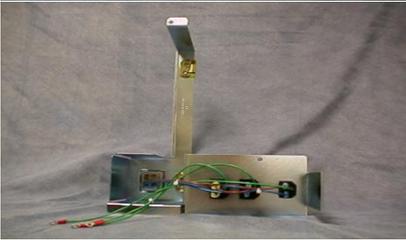
International Applications



Custom Ribbon Harness Applications



High Current Applications



Value Added Work (Enclosures)



Custom Type Power Cords



Value Added Work (Enclosures)



Custom Type Power Cords



SCSI I, II, III Harnesses



Low Current Applications



Fiber Channel Assemblies



Power Distribution Harnesses

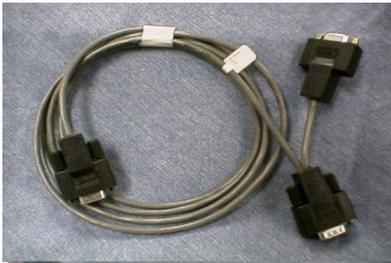


Jumper Assemblies



Jumper Assemblies

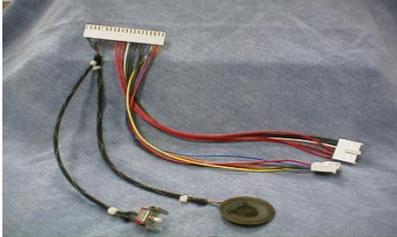
# Custom Assembly Product Samples



D-Sub Products



Custom  
Cat-5 Assemblies  
Molded /  
Non-Molded



Discrete Wire Harnesses



RF  
Assemblies



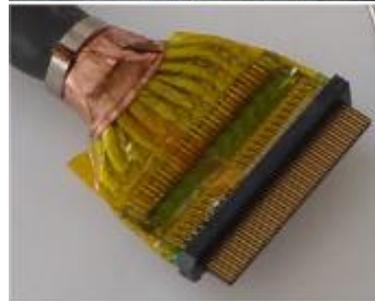
Discrete Wire Harnesses



Special Solder  
Applications



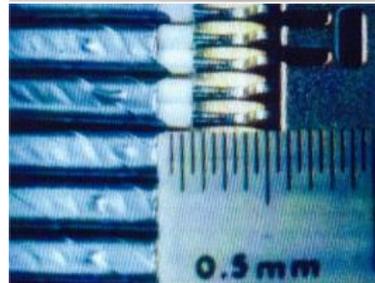
High Speed Cable Direct  
Attach to Printed Circuit  
Board



High Speed  
Attachment



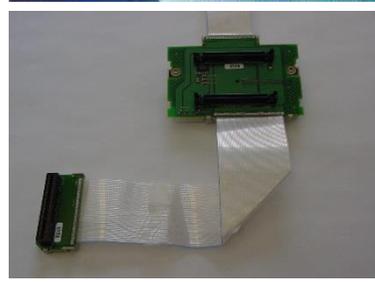
High Speed Cable  
Assemblies (InfiniBand)



Precision Wire Prep  
(Direct Attach)



High Speed Cable  
Assemblies  
(Including LFH)



High Speed Cable  
Assemblies  
Printed Circuit Board  
Hot Bar Attachment