

Micro-Air Finds Business 'Smooth Sailing' with Dawar Technologies



case study

At Micro-Air Corporation, a manufacturer of onboard controls to monitor HVAC systems and salinity levels on high-end luxury yachts, customer service has been the key to running a tight ship.

Whether its customers need on-board control units, wall thermostats, salinity monitors, or portable air conditioning systems, Micro-Air has always met the project requirements regardless of price or delivery constraints. The Allentown, NJ-based company, which first began operating in 1983, employs 20 full-time workers to support both its international and U.S. customers, most of whom reside in the Florida area.

Despite current economic conditions, yacht sales have created a multibillion-dollar industry, with estimates of worldwide sales reaching the \$20-30 billion range.

One survey showed that the 15 brokers in a Florida-based association sold \$199 million of just mega yachts in 1999. That figure climbed to \$390 million in 2000, and kept the same pace in 2001.

One-third of the yacht sales business in the year 2000 was devoted to mega yachts of 111 feet or larger, with an average sale price of approx. \$9 million. In the 70-80 foot yacht category, sales totaled an estimated \$100 million with the average price tag \$1.8 million.

Fort Lauderdale continues to be the world leading location for yacht sales. The growing marketplace, as well as increasing demands of buyers and yacht brokers, has created a corresponding need for new and highly innovative equipment and technical products like those manufactured by Micro-Air.

When Micro-Air's previous suppliers were unable to meet the design requirements for its marine HVAC and salinity controls, company representatives set out to find a supplier who could satisfy both the company's stringent standards and high-volume demands.

Finding top-quality membrane switch assemblies and graphic overlays that met the needs of Micro-Air's expanding customer base was the first priority. But Micro-Air wanted a supplier committed to being a solid business partner as well.

Micro-Air found one company with the capabilities to meet their unique requirements. That company was Dawar Technologies.



exceptional
customer service

expert workmanship

proven processes

greater success

MAKING CONTACT

Putting technology to work for her, Anna Vance, Purchasing Manager at Micro-Air, employed an innovative strategy to locate a supplier that met Micro-Air's performance standards.

"Micro-Air will never sacrifice quality," said Vance. "When our existing suppliers couldn't provide the products and services to meet our needs, I went to the Internet to find companies that produced high-quality graphic overlays and membrane switch assemblies. That's how I discovered Dawar. They had the resources to meet our product demands and shared our overall business and customer service philosophy as well."

Ms. Vance brought Dawar and Micro-Air together for the first time three years ago. Now one of Dawar's largest customers, Micro-Air uses Dawar's membrane switch assemblies and graphic overlays to create an interactive user interface for its products.

In addition to meeting the required functionality, Micro-Air's environmental controls must also be visually aesthetic to satisfy customers' distinct preferences for components that blend with each yacht's unique interior design.

Dawar combines comprehensive in-house services with full-scale manufacturing capabilities to address whatever design or performance customization meets the needs of the customer.



“Our products must be extremely functional and visually attractive to fully impress our customers,” said Vance. “That takes high-end print quality as well as flexible design and manufacture. Dawar combines comprehensive in-house services with full-scale manufacturing capabilities to address whatever design or performance customization we need.”

NOT JUST ANOTHER SUPPLIER

Dawar’s expertise in producing membrane switch assemblies and graphic overlays reflect the expert workmanship and proven processes that earned ISO 9001 compliance.

But beyond that, Dawar combines exceptional product quality with price competitiveness and a solid commitment to customer service.

“Throughout the entire project,” Vance said. “if we had a question, we could nearly always get someone on the phone and if you had to leave a voice mail, your call was returned within two hours. That’s what I call customer support.”

Additionally, Dawar’s leading-edge manufacturing capabilities provide the product delivery turnaround times that allow companies like Micro-Air to consistently satisfy its customer requirements. “Dawar has excellent lead times,” Vance said, “that allow Micro-Air to meet its commitments to our customers, regardless of changing business demands. That makes Micro-Air more reliable and ultimately, more valuable to our customers. That’s why Dawar is so valuable to our company.”

A TRUE BUSINESS PARTNER

The success of Micro-Air’s partnership with Dawar has created a true Win-Win for both companies, where Micro-Air regularly refers its customers to Dawar.

“When we learn that one of our customers is struggling to resolve a business issue and Dawar’s capabilities provide a good fit,” Vance said, “we have no problems with facilitating contact. We see that as just another aspect of good customer service and it reflects the way we like to do business.”



Dawar Technologies is a Pittsburgh-based manufacturer of membrane switches, graphic overlays, smart cards, and many other products, which improve the design and brand identification of its customers’ medical and industrial instrumentation, equipment, and control systems.



Membrane Switches



Graphic Overlays



Smart Cards



Silicon Rubber Keypads



Encapsulated Labels



Roll Labels

“We’ve found that our greatest benefit in working with Dawar is their ability to enhance our market position. Dawar’s product quality, delivery, and pricing do more than support our overall business philosophy. They give us a business advantage—an edge that helps us retain current customers and attract new ones—and that translates into greater success.”



This shared business philosophy gives Micro-Air a distinct business advantage.

“Their technical capabilities are just one part of the picture,” Vance explained. “We’ve found that our greatest benefit in working with Dawar is their ability to enhance our market position. Dawar’s product quality, delivery, and pricing do more than support our overall business philosophy. They give us a business advantage—an edge that helps us retain current customers and attract new ones—and that translates into greater success.”

Turning customer service into greater business success is the key to the Micro-Air and Dawar Technologies partnership, and the reason these companies continue to ‘weather the storms’ in today’s constantly changing business environment.

FOR MORE INFORMATION

To learn more about Dawar and its products, contact Dawar Technologies at 800-366-1904 or visit www.dawar.com.



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