

CHINESE TAKE-AWAY

Suzo Happ opens up its China manufacturing plant for OEMs to benefit from out-sourcing without any of the traditional headaches

The Suzo-Happ Group is a global leader in the gaming and amusement industry for spares and components. Formed back in 2005 from the merger of two industry giants, the Suzo-Happ Group is a 'one stop shop' for practically every industry need. Suzo International was founded in 1955 in Rotterdam, the Netherlands and Happ Controls in 1986 in Chicago, US. It's a combination has the capacity to support the gaming and amusement industry on a global scale. Today, the Suzo-Happ Group offers over 40,000 components, with a sales team liaising with both manufacturers and end users to gather feedback from all sides of the process. This enables the group of companies to keep a step ahead in the marketplace, bringing innovation more quickly to market than the competition.

The goal of the Suzo-Happ Group is to offer 'best-in-class' products and solutions. To this end, the Suzo-Happ Group has partnered with a whole range of manufacturers at the forefront of their specific fields in order to provide the best individual solutions. Such companies include MEI, FutureLogic, ELO

OEMs NEED NOT INVOLVE THEMSELVES WITH THE COSTLY SEARCH PROCEDURES TO FIND THE BEST SUPPLIERS IN CHINA.

Touchsystems, ASSA Desmo and Talaris. The second key in this strategy is to provide the industry with its own products and solutions.

Research and development departments in The Netherlands and North America continue to expand their capacities in line with the growth in demand for in-house solutions. The number of products that have been developed by the Suzo-Happ



"We have amassed a great amount of knowledge manufacturing components in China. We can offer full turnkey solution to OEMs. We have an excellent manufacturing base in China and can open the door to OEMs looking to outsource to China. We can manage the entire process and even distribute the goods according to requirements. We offer all the benefits of manufacturing in China, while dealing solely with Suzo-Happ Group directly. In this way we simplify the process and take all the headaches away."

MARCEL OELEN,
Managing Director
of Suzo-Happ
Group for EMEA.



Group is far-reaching. These include the wide range of toppers and hoppers for gaming and amusement machines. Added benefits from Suzo-Happ Group relate to the company's long-standing experience in gaming and amusement markets. Investment in sales and support personnel not only means that customers are excellently supported, Suzo-Happ also has its ear close to the market and can anticipate new requirements and changes far in advance. In this capacity, the Suzo-Happ Group is a major contributor to new innovations in the market.

The increasing numbers of in-house 'developed and made by the Suzo-Happ Group' products require a strong manufacturing base. The plant Chinotec in Zihou in China belongs to the Suzo-Happ Group. The group's products are manufactured in a state-of-the-art building

erected in 2001 that covers an area of over 15,000 square metres and is situated close to Hong Kong and Macau. The Chinotec manufacturing plant is key to the success of the Suzo-Happ Group, for which company continues to reinforce its excellent reputation for quality.

Manufacturing for all OEMs

Since its inception customers have approached the Suzo-Happ Group looking for solutions to aid their manufacturing processes. Such is now the demand for this service that Suzo Happ is detailing for the first time its complete service. Marcel Oelen, Managing Director of Suzo-Happ Group for EMEA explained: "We have amassed a great amount of knowledge manufacturing components in China. We can offer full turnkey solution to OEMs. We have an excellent manufacturing base in China and can open the door to OEMs



looking to outsource to China. We can manage the entire process and even distribute the goods according to requirements. We offer all the benefits of manufacturing in China, while dealing solely with Suzo-Happ Group directly. In this way we simplify the process and take all the headaches away.”

This is a complete service that makes full use of the benefits of sourcing components from China. The whole process is managed by the Suzo-Happ Group. Utilising this service OEMs need not involve themselves with costly search procedures for the best suppliers in China. Expensive flights to and from China are also no longer necessary. OEMs have a direct contact in Europe with the Suzo-Happ Group. As a global company, Suzo-Happ representatives also speak a multitude of languages. A further benefit

is that the Suzo-Happ Group can manage the entire supply process. Dealing directly with a Chinese company often means having to take complete orders in one single delivery. The Suzo-Happ Group offers the service as a classic distributor, supplying the goods when required in the numbers required.

Manufacturing in China alongside traditional distribution processes

Suzo-Happ is in a unique position in the industry. The combination of manufacturing site in China and distribution provides OEMs with long-term savings. The research and development department can also ensure that all details are correct to ensure that Chinattec has the complete details to manufacture new products. Cultural and language barriers can often make dealing

“The extremely positive feedback both from our customers who use our products day-in and day-out and our clients for whom we manufacture has led us to decide to promote this service. We cordially invite all interested parties to contact us to discuss how we can support them.”
MARCEL OELEN,
Managing Director
of Suzo-Happ
Group for EMEA.

with a Chinese company a little challenging to say the least and can reduce cost savings. The Suzo-Happ Group maximises these cost savings, bringing decades of experience working together with Chinattec. Suzo International was already been dealing with Chinattec for many years by the time of the formation of the Suzo-Happ Group.

SUZO HAPP'S COMBINATION OF MANUFACTURING SITE IN CHINA AND DISTRIBUTION PROVIDES OEMS WITH LONG-TERM SAVINGS.

This direct route to Chinattec alongside the benefits of distribution can be exploited by any potential market player. Such advantages can also benefit manufacturing companies outside of the gaming and amusement markets. The management at the Suzo-Happ Group sees this service as a growing division within the group of companies.

Suzo Happ Group's Marcel Oelen continued: “We have not really advertised this service in the past. We naturally make use of this function for our own production and have a series of customers in the industry for whom we manufacture on their behalf. However, the extremely positive feedback both from our customers who use our products day-in and day-out and our clients for whom we manufacture has led us to decide to promote this service. We cordially invite all interested parties to contact us to discuss how we can support them.”

Conclusion – full flexibility

The Suzo-Happ Group can open the door to manufacturing companies to outsource components to China. The ultra-modern Chinese production site, Chinattec, belongs to the Suzo-Happ Group. The company can manage the complete process, removing the costs and time demands required to set-up a Chinese production partner. In short, the Suzo-Happ Group could be the perfect partner for Chinese quality manufacturing.

As global distributor, the Suzo-Happ Group can offer the additional service of supplying these goods only when required. This saves on costs and reduces warehousing requirements for the customer.