

Company Backgrounder

Who We Are

OX3 engineers the packaging required for the storage, transport, or handling of electronics. One of the top process houses in the U.S. based on service revenues, OX3 serves the electronics industry with the materials and labor required to bring components to the point of automated assembly.

OX3 handles a wide variety of devices, and rapidly responds to customer demands for moving semiconductors. From the point of manufacture to the assembly line, these value-added services improve the production efficiencies of factories who make a wide variety of products. OX3's efficient customer service and convenient ordering are supported by guaranteed rapid delivery. Customers can order via the telephone, mail, or through the company's web site at: www.OX3.com.

Begun in 1991 from a spin-off of its parent founded in 1972, OX3 is headquartered in Ayer, Massachusetts.

Differentiation Strategy

With original component manufacturers, (OCM's) and original equipment manufacturers, (OEM's) continuing to focus on shortening product cycle times, outsourcing their manufacturing operations and improving their supply chain, OX3 is capturing an increasing share of this market by focusing on a differentiation strategy built on five core competencies:

- ⊙ "Just-in-time" services. OX3's same-day, Next-day, and 3rd-day terms are the most reliable in the industry. They're even guaranteed.
- ⊙ Expedient customer service. Experienced service staff know automated handling inside and out and are familiar with all the necessary technical requirements.
- ⊙ Service innovation. OX3 is the first company to publish its price list, the first to group parts in logical families, the first to publish its inventory on the Internet and the first to develop searching tools that make ordering easy.
- ⊙ Wealth of knowledge. OX3 makes it its business to understand each customer's electronic component handling requirements. This knowledge allows buyers to work with OX3 as a partner and rely on OX3's expertise.
- ⊙ Manual expertise. OX3 handles some of the oddest and hardest components in the field quickly and expertly.

Manufacturing Strategy

The sheer variety of electronic devices can be confusing and the materials needed to package them can be difficult to obtain. OX3 maintains the largest database of handling materials, such as carrier tapes, trays, tubes,

totes and reels, in the world. Even competitors take advantage of our search tools. The bottom line? If a customer needs to transport semiconductors, OX3 has the materials to do it.

OX3 has grouped component types into broad family headings, combined services into a small number of pricing classes, and published its prices to make the purchasing decision easier and faster. The company has also devised a single, convenient part-numbering system for surface mount carrier tapes and services which has already become the de facto system for calling out material requisitions at some companies.

OX3 offers clients the fastest turnaround in the business. The company can handle same-day emergencies, (using its REELquick® services), a Next-day time crunch, or facilitate a longer order period with its discounts.

Market Potential As one of the top semiconductor handling houses in the U.S., OX3 currently accounts for only small percentage of this fragmented billion-dollar market. Because of its simplified pricing structure, fast turn-around and compelling growth strategy, the company is poised to capture a growing share of this under-served segment.

Management Gus G. Widmayer, President and Owner
Dennis A. Phelan, Production Supervisor

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