

Chip Tech expands, focuses on marketing

By Brian Edwards

McAllen - A local electronic components distributor has increased its market share in the Maquiladora industry by expanding its presence along the border, by adding a second office in Brownsville, and by the use of strategically-placed billboards at a major

Chip Tech Ltd. supplies electronic components such as semi-conductors, capacitors, and switches to many major maquiladoras in Reynosa and Matamoros. They also specialize in placing in-plant "stores" inside larger maquiladoras, maintaining customized inventories which can be based on the particular needs of a plant. They currently run two of these in-house stores, with three more slated to open by year's end.

Their new office opened in Brownsville last November, giving them a permanent presence in the Brownsville and Matamoros area in addition to better serving their client base in the rest of the lower Valley.

The increased presence was immediately reflected in higher sales figures and positive customer feedback. New York-based Chip Tech, which is owned by partners Robert Glenn and Neal Stevens opened their first office in McAllen three years ago, although they have been serving the Valley for over eight years, with their regional sales manager Dan Flores joining them a few years later.

"Our success reflects our belief in hands-on management, with either myself or Glenn making a trip down to the Valley once a month to personally visit our clientele," Stevens said. "I believe our personal touch is one reason why our sales have steadily grown, despite the shaky economy we have experienced over the past three years."

They have also purchased billboard space at the Pharr International Bridge that attracts the attention of southbound traffic. Two billboards are on the Military Highway, with a third at the bridge entry just north of the toll-booths. The billboards were in place by early February and reflect Chip Tech's emphasis on their utmost commitment to their clientele by promoting their "Never a line-down" slogan.

The company carries nearly fifty franchise lines with manufacturers which enhances their ability in areas such as stock rotation and engineering support while giving them a competitive edge on pricing. They also have favorable contracts with over 120 manufacturers. "Customers like us because of our commitment to service and on time delivery at the right price, Flores added.

"They enjoy a partner who cares and assists them in their search for critical parts needed to avoid a line shutdown. That's the difference we make." Chip Tech is also planning to look beyond the border area this year, with plans to enter the Monterrey market by late summer with a goal of establishing several in-house stores there. They are also contemplating a move into the sizeable Nuevo Laredo maquiladora industry, which has increasingly attracted their attention.

"Our customer service alone makes us stand out from our competitors," summed up Glenn. "We follow through and do everything we must to satisfy. We never say no, even to the tightest deadlines and that is why our long term customers stay with us and new clients come on board every week."

Chip Tech Ltd. Staff at the recent Border Buyer trade show.

