
News

Contact: Jean Poest, Marketing Coordinator
Fleetwood Group, Inc.
11832 James Street, Holland, Michigan 49424
Telephone: 616.396.1142 or (toll free US) 800.257.6390
Website: www.fleetwood-electronics.com
E-mail: sales@fleetwoodgroup.com

Subject: Local manufacturer of RF wireless systems invests in business expansion

FOR IMMEDIATE RELEASE

Fleetwood Group, Inc., the USA's top designer and manufacturer of radio frequency (RF) keypads purpose-built for audience response and electronic voting applications, recently created a new business unit whose objectives are to 1) design innovative RF solutions for healthcare and military customers and 2) assist fellow US manufacturers in repositioning their electronics production from off-shore sources to more responsive and dependable domestic sources.



Fleetwood
manufactured
wireless device

Currently, Fleetwood builds wireless devices that are used extensively in K-12 schools, universities, conferences, corporate events, and TV shows for the purposes of rapidly gathering data from a large group and instantaneously recording and displaying the information collected. Over 3 million of these handheld RF devices have been produced in the USA – in direct competition with Asia manufacturers of wireless units that perform similar functions. Fleetwood's annual unit sales of these devices have grown 20% this past year despite a depressed global economy, further attesting to Fleetwood's market leadership position.

Is it possible for a Holland, Michigan company to effectively compete with Asia sources intent on taking US manufacturing business? Apparently yes. Fleetwood credits its success to in-house RF design expertise, lean manufacturing techniques, a high degree of automation in the product assembly process, and an employee-owner commitment to quality that extends beyond the ISO 9001-2008 certification Fleetwood has earned.

Recently emboldened by an award of a \$23 million contract for the development and manufacturing of an advanced wireless RF interactive learning system, Fleetwood Group decided to establish a New

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Business Development unit to take its Electronics Division's design-build capabilities to new markets. In addition to expanding its product portfolio, Fleetwood expects to uncover additional contract opportunities to serve US manufacturers who may wish to 'on-shore' their electronics products.

"Fleetwood's RF design expertise, quality reputation, patent portfolio, and USA-based manufacturing combined to win this contract," said Pat Moody, Vice President of Sales and Marketing for the Electronics Division of Fleetwood Group. "Subsequent to that deal, we received inquiries about other projects that might incorporate the advanced RF communications methods we've patented. It quickly became obvious to our leadership team that we could provide manufacturing solutions for other customers in other markets. So we decided to form a new unit that would promote both our technical abilities and the fact that we are cost competitive with Asia."

To spearhead this new business effort, Fleetwood Group recently hired Don Beery as the Electronics Division's Director of New Business Development. Mr. Beery brings 17 years of Fortune 100 experience in business development. "Don Beery brings almost two decades of experience in building B2B relationships from his tenure in the Fortune 500 business arena, and he combines this with extensive experience in electronics product commercialization," confirmed Doug Ruch, Fleetwood Group's President and CEO.

"The Fleetwood Group is poised for meaningful growth built on our world-class RF wireless development and manufacturing capabilities," added Mr. Beery. "We have the technology, the people, and the capacity to support significant diversification and expansion of our Electronics business." Fleetwood has built a reputation for high quality, high performance RF solutions and zealous customer service. Beery intends to advantage those competencies in other markets, initially healthcare and military. "I'm seeking more opportunities for the RF and RFID solutions we've validated in demanding commercial environments. And in the process, I'll be delivering this message to US-based manufacturers: 'You can have your solution designed and built right here in the United States. And in so doing, you can still be competitive and enjoy the added advantages of world-class quality, English-speaking engineers, and responsive customer service support in your time zone.'"

All wireless devices are designed and manufactured by Fleetwood Group's Electronics Division in Holland, Michigan. A suite of development, testing, and manufacturing capabilities have been honed

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over the Division's more than 35 years in the RF communications field, resulting in innovative products like the Reply ® Wireless Audience Response System (more info: www.replysystems.com).

Fleetwood Group, Inc. is a Christ-centered, 100% Employee-Owned company with rich heritage and records of business achievement. In May 2006, Fleetwood was named by The ESOP Foundation as the #1 employee stock owned company among the approximately 2,000 wholly-owned and 11,000 partially-owned organizations in the USA (reference: ESOP Association, www.esopassociation.org).

For more information about Fleetwood's RF wireless electronics design and build capabilities, please visit www.fleetwood-electronics.com. Or call 616-396-1142 (or 800-257-6390 toll-free in USA).

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