

POWERBOX  
Mastering Power

About us

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About us

# At your service since 1974

Increasing your competitiveness and simplifying your dealing with power. This is what we provide for our customers, and have done so for more than 40 years. We do it by optimizing both our solutions and the way we create them.

In 1974 a group of passionate power supply entrepreneurs founded Powerbox. Their aim was to provide optimum power solutions for demanding applications. Since then the product and capability offering, our size and experience, and the geographic footprint, have grown to position the company as a leader in our field. Our continuously growing number of satisfied repeat customers is testimony to an excellent track record of delivering on our promises.

Powerbox is constantly evolving, responding to the demands of a changing world. The one constant is our aim – optimized power solutions for demanding applications.

# Facts and figures

74

1974 — In this year Powerbox started doing what we still do — providing optimized power solutions for demanding applications. More than four decades of experience, constantly growing and at your service.

6

6,000,000 hours and counting — Proven MTBF achieved by some of our designs.

15

15 countries — Our own global footprint covers 15 countries around the globe. Partners and distributors expand the footprint even further.

4

4 target markets — Although our power solutions could hold their own just about everywhere, we focus on demanding applications in four target markets; Industrial, Medical, Railway & Transportation, and Defense.

0

0 failure tolerance — Zero tolerance concerning failures of our power supplies. Many of our designs have almost no failures, in spite of relatively large volumes sold and many years of service.

3500

3500 custom projects — Our Gnesta (SW), Bremen (DE) and Etten-Leur (NL) design centers have completed more than 3500 custom design projects.

>1

1,000,000 units shipped — More than a million shipped power supplies a year might not sound like much if you are discussing phone chargers or laptop power, but for demanding applications like those our power supplies are shipped into this number speaks volumes.

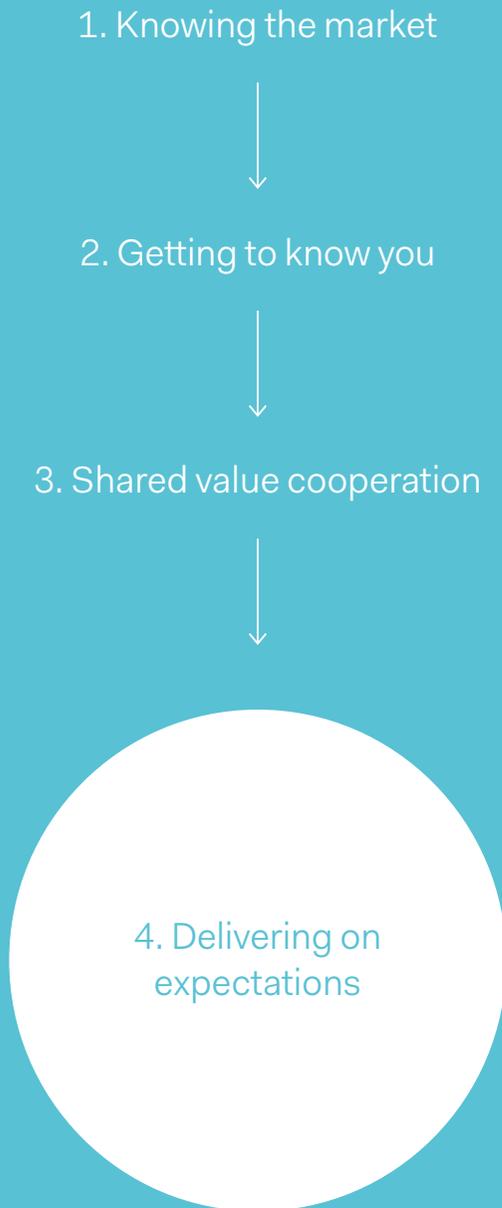
150

150 people — The core of our competence and experience is with our own 150 dedicated power people. Our product and manufacturing partners expand this number further.

>90

More than 90% returning — More than 90% of our top 20 customers from 10 years ago are still regular customers. Winning a new customer indicates they like and trust what we say. A repeat customer indicates they know and like what we do.

# Improving your competitiveness



The power solution chosen for any electronics has an impact on competitiveness. Function and reliability are given basics. Size, weight and audible noise might be important. Cost is always a consideration. Standards fulfillment can open up new markets. Time to market might be critical. Well executed supply chain management can generate savings. Aftermarket support has a lasting long term impact. The list goes on.

Our extensive experience and market awareness makes it simple to explain to us what you need. Together we define which power solution will serve your application the best. This close cooperation continues from conception and design, throughout production and taking into operation, well into the aftermarket phases of your product life-cycle. We contribute to your competitiveness all the way.



## Making the complex simple

Providing optimal power solutions is complicated. If it was simple many more would do it. But we can make it simple for you:

With our global presence we are close to you, and our knowledge and experience of working with so many different applications helps to make life easier for you. We can assist at all stages of product development, including evaluations, validations, and the writing of specifications.

We aim for simplicity in design, referring both to lean design with fewer components and to a modular approach reusing proven circuits and building blocks, maybe with some modifications.

Our services for logistics, implementation and aftermarket support makes life simpler both for you and for your customers, and our endurance makes sure it stays that way.



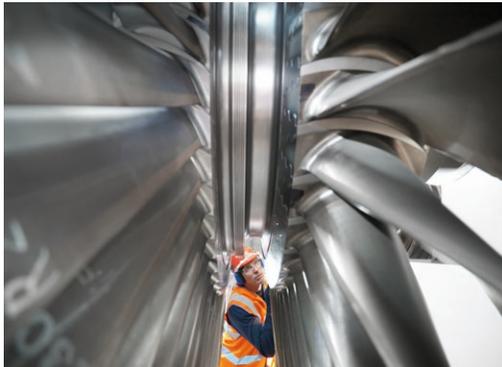
# Creating solutions

A solution can be anything from a standard off-the-shelf converter, to a complex system featuring multiple standard, semi-custom, and/or full-custom converters, back up, communications, distribution etc., and maybe also a number of value-added services.

The search for a power solution always begins with a review of Powerbox' standard product offering. Beyond that we explore modifying standard units, semi-custom and/or full-custom design. We lean confidently on over 40 years of experience and subject matter expertise to identify the best means of solving every particular power conversion challenge. Various value-add services might be added to the product solution. We will then help you navigate through verification and certification, to the final deliverable.

# Target markets

Power conversion products are used in every corner of modern society, and our products could fit in just about everywhere. However, to be really good you need to focus. We have selected four target markets where we, from decades of experience with customers and applications, have built an in-depth understanding of the specific requirements.



**Industrial**  
Industrial to us is where EN/UL-60950 is the main standard, as for example in automation, building control, signaling, test & measurement and many more.



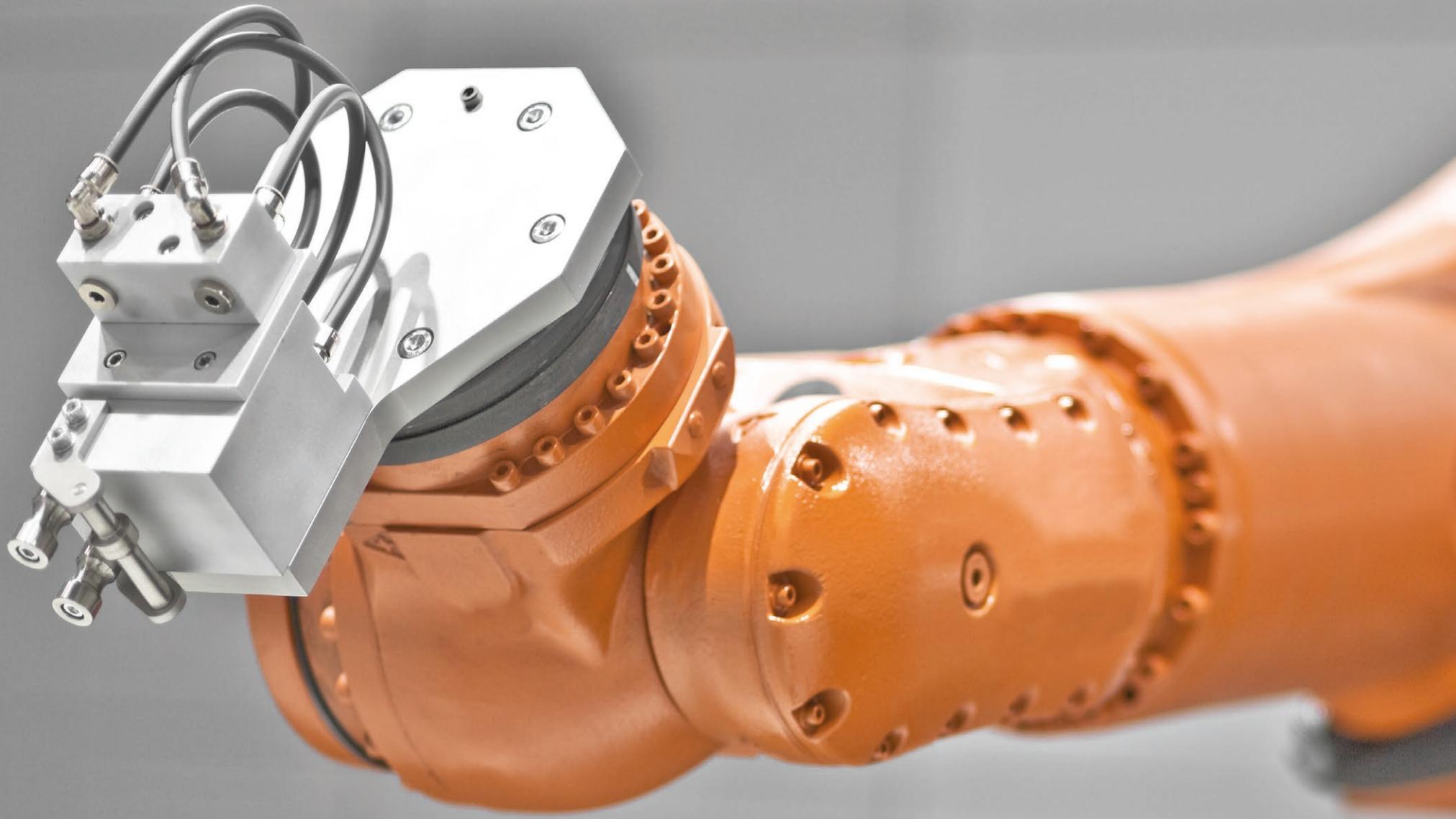
**Medical**  
Higher-than-normal requirements for personal safety and reliability are the main defining factors for our Medical Power Solutions.



**Railway & Transportation**  
A moving non-controlled environment is a challenge for any electronics. Our power solutions for railway & transportation are well prepared for this.

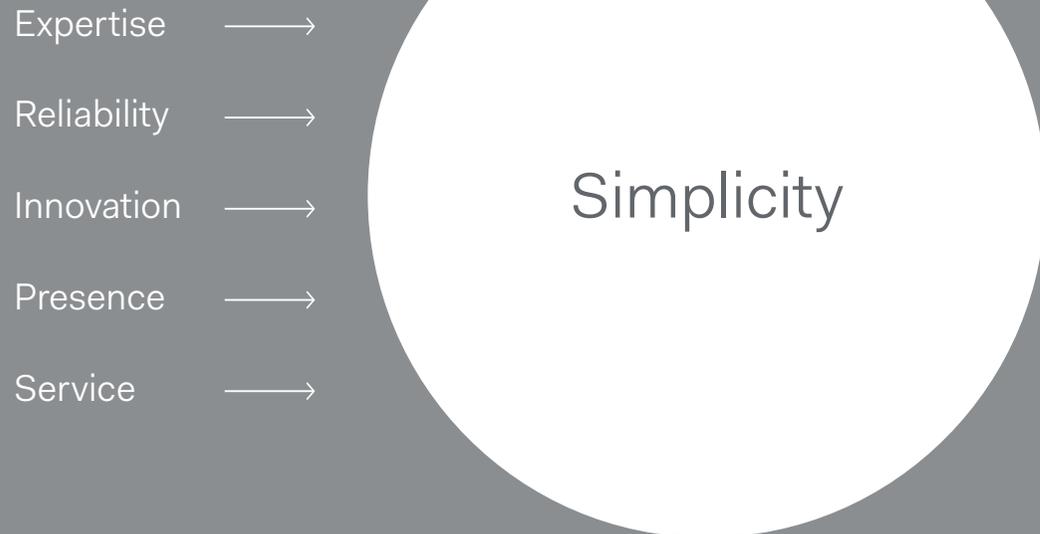


**Defense**  
Combine the reliability requirements of the medical market with the environment for a railway application and you have a blueprint for many defense applications.



We take pride in delivering innovative products that will perform for a long time under the toughest conditions. We take a holistic approach to our product offering by integrating hardware, service and support.

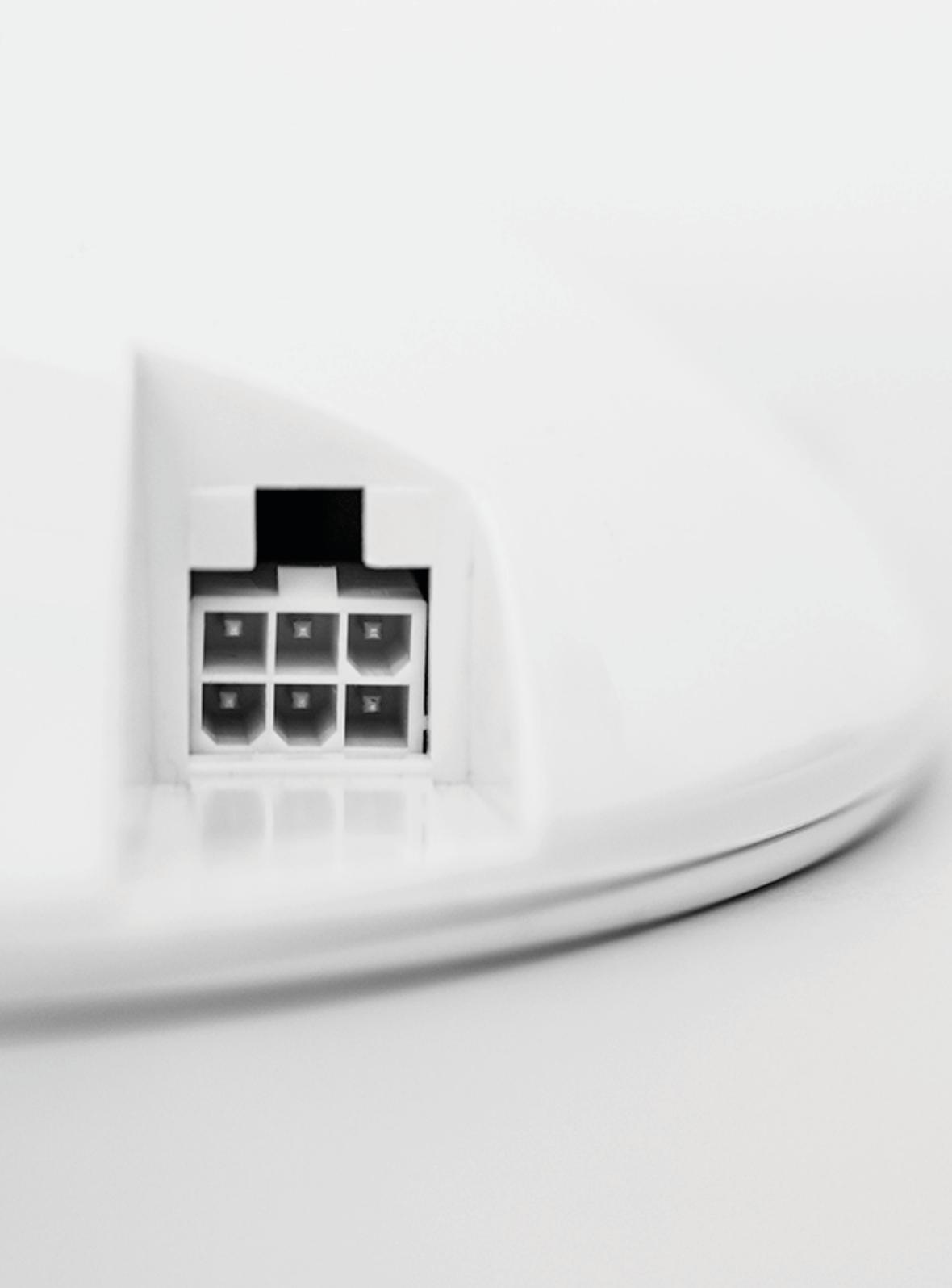
## Providing peace of mind



Even the best designed power solutions might require midlife support. Components involved in the design might be discontinued, or the application might be modified or changed, requiring changes in the power solution. In situations like this Powerbox' stability and endurance, and long term approach to customer relations, are true comforts.

We see our relation to our customers as a partnership for at least the full life cycle of the application we are involved in, and frequently much longer than this. Several of our initial customers from the mid '70s are still with us. A majority of our business is repeat business, frequently with very large and high profile customers. To us this is evidence we succeed in one of our main ambitions; to be trustworthy.

# Caring for our environment



Dealing with electronics and the materials involved, working with power conversion and consumption, we touch on several of the key issues for taking care of our world. This is a great responsibility which we take very seriously. Our contribution includes:

Streamlined solutions and lean design using fewer components reduces material used. RoHS, WEEE and REACH are among the standards governing choice of materials.

High efficiency reduces energy consumption both directly by reducing losses and indirectly by reducing the need for cooling.

Energy efficient transportation and well developed use of online meetings are important elements in our determination to meet or exceed international standards by sustaining ISO-14001 compliance or the equivalent.

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POWERBOX

Powerbox International AB  
Västra Storgatan 22  
PO Box 148  
SE-646 22 Gnesta Sweden  
+46 (0)158 703 00  
info@prbx.com  
www.prbx.com

