

BUSINESS SUCCESS Case Study

Electronics Conglomerate Reposition Division for Spin-Off

COOKSON GROUP PLC FACTS

\$1.0 billion electronic conglomerate.

Project Timing

Six months program.

Project Results One year to realize results. Ten years sold for \$10mm.



*Thought Leadership Management Forum
Lessons Learned*

SUCCESS STORY

Problem: To reposition seven business units, conceived and negotiated top management approval to shift strategic branding initiatives from silos to corporate-wide synergistic approach.

Action: Conceived approach to strategically align units under one umbrella to achieve divisional integration.

Result: Over five years, revenue increased 100% to \$1 billion. Company rose to market leader. Repositioning resulted into a new process and company growing over ten years and sold as a spin off for \$10mm.

THE CUSTOMER

Cookson Group PLC was a multibillion dollar conglomerate with a division focused on electronic materials manufacturing named Cookson Electronics. Today, Cookson Electronics goes by the name of Alent, Inc. and is a producer of highly engineered and customized specialty chemicals and materials with a global footprint and market-leading positions with high barriers to entry. Its competitive advantage still remains with fast cycle R&D innovation and a sustainable new product pipeline. Alent maintains its manufacturing excellence and strategic proximity to customers.

THE CHALLENGE

Cookson Electronic held seven companies inside its electronics business and each were targeting the same customers autonomously. The decentralized budgets, services, marketing, and process was not realizing the efficiencies which would be provided to them under one, synergistic approach to market.

THE SOLUTION

It was conceived to centralize these marketing efforts under one umbrella and launch the concept at the largest trade show and conference held in the United States as proof of concept. After further evaluation, this would then be followed up with the opportunity to generate a new electronic manufacturing process, named Speedline Technologies, bringing together the forces of Cookson Electronics large capital equipment companies to form a stellar process of engineering and manufacturing.

THE RESULTS

Cookson Group PLC sold Speedline Technologies to an investment firm for \$10million. Today, Speedline Technologies brings together four best-in-class brands under one banner: MPM printing; Camalot dispensing; Electrovert wave soldering, reflow soldering, and cleaning equipment; and Accel Microelectronics cleaning.

Since that time, Speedline has built a global reputation as an industry innovator dedicated to the development and manufacture of technology solutions for the electronics assembly and semiconductor packaging industries. Speedline Technologies continues to build on its strong industry heritage by leveraging its process knowledge and engineering expertise.