

Telephone Set Factory



Standard Eléctrica



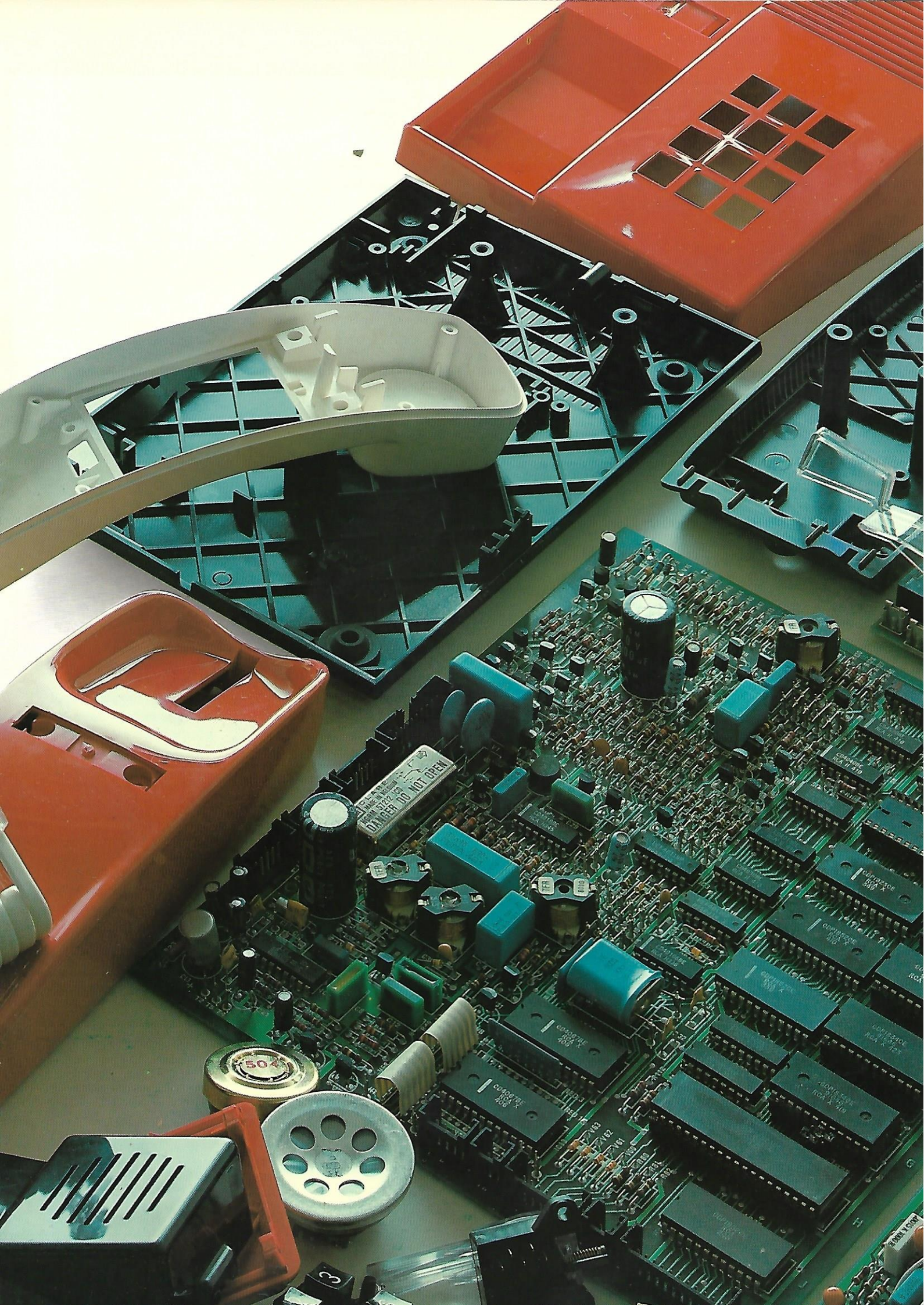
Standard Electrica has been Spain's leading telecommunications and electronics company for the last sixty years, contributing actively to national industrial development since its creation.

Continual modernisation of technically advanced manufacturing processes, special attention to quality control procedures, and sustained effort in research and development: these have enabled Standard Electrica to develop modern technologies matching the needs of both national and international telecommunications services. Under current market conditions suppliers have to offer the widest possible range of products, in addition to state-of-the-art technologies. Today, Standard Electrica is active in all fields of telecommunications.

If human resources and research are the keys to success, manufacturing capability provides the means to its realisation. This itself is the product of many years of effort. Currently with six plants —Santander, Madrid, Villaverde I and II, Toledo and Malaga, occupying a total covered surface area of three million square feet— and a workforce of 16,000, over 10 per cent of whom are university graduates, Standard Electrica develops, manufactures and markets switching systems and equipment, transmission products, cables, optical fibre communications, data transmission equipment, telephone subsets, electronic components and microcomputers.

Company sales have reached the 50 billion pesetas per year mark, 20 per cent going to exports to over 70 countries.

Standard Electrica's Malaga plant, with an annual production capacity of over two million telephone subsets, is the leading facility of its kind in Europe and, in terms of production volume a world leader.



Since its inauguration in 1964 as part of the CITESA group, and more recently as a member of Standard Electrica's Audiocommunications Division, the plant has seen a ten-fold increase in production capacity. Telephones manufactured at Malaga are exported to over fifty countries worldwide.

The Audiocommunications Division provides in its Malaga plant, which employs a workforce of 1,700, a complete subscriber telephone design, development, manufacture and marketing facility.

The Malaga factory has a production area of over 20,000 square meters, an electrical power rating of 5,500 KW and the latest



Final assembling (partial view).

“ More than two millions telephone sets produced each year. ”

facilities for pressure diecasting and plastic moulding, special thermal treatments, printed circuit production, the assembly and testing of both sets and subsets as well as tooling.

Achieving production on the scale and of the high technological level of the Malaga plant calls for a sustained effort in updating the manufacturing systems. Recent innovations in automated systems and reorganisation have brought about a state-of-the-art factory with advanced design, inspection and manufacturing processes. Substantial investments have been made in «General Radio» equipment for printed board assembly testing, computer-aided design systems for printed circuits, various types of «Universal» machines for automatic component



In-circuit board tests.

Malaga factory.



assembly as well as a full range «Electrover» system for wave soldering and cleaning boards.

New assembly lines have also been installed in the Malaga factory to provide optimum batch production and quality control procedures on final assembly.

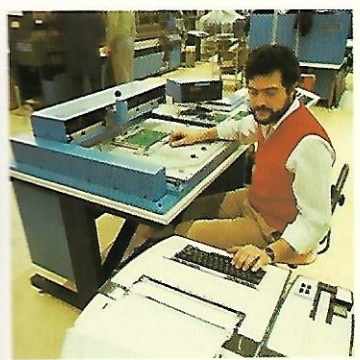
In line with Standard Electrica's commitment to meet its customers' demands

for new and improved services, the company has invested heavily in its development engineering facility with the aim of introducing new high-technology products, featuring modern design and improved performance -both for home and export markets. The division is equipped to handle customised design and production to suit the individual specifications of every client.

Since its inauguration,

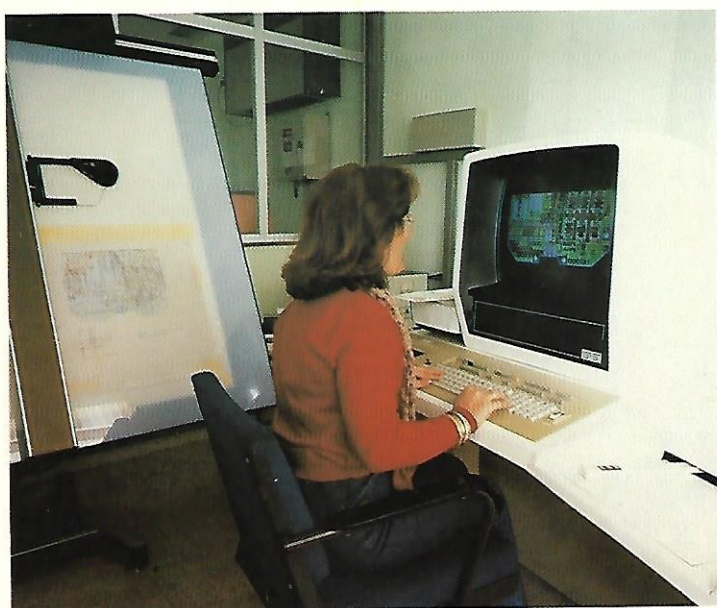


Board test shop.



Programmer for automatic component insertion.

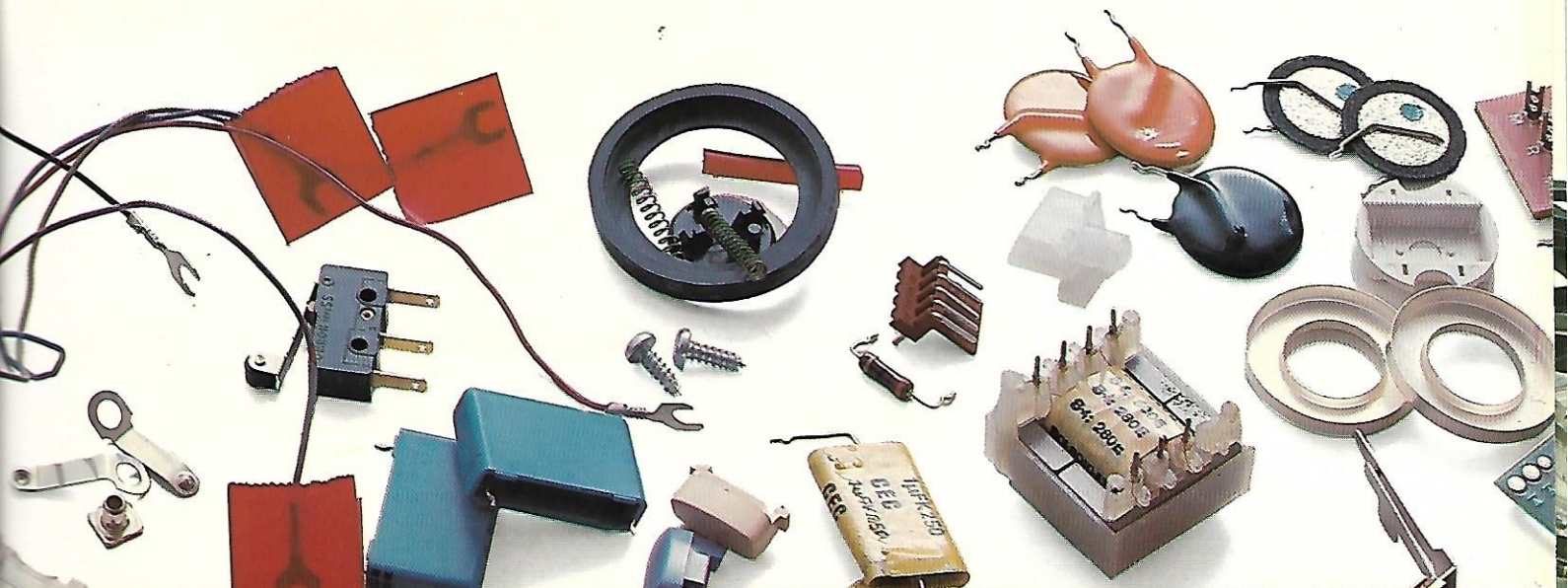
“ Exports to more than 60 countries, including the USA, Japanese and Swedish Markets. ”



Computerized board designing equipment.



Electronic design laboratory.





Board assembling and welding line.



Computer-helped manual components assembling.

the Malaga plant has made a sustained effort to match its production output to market demand for telephone subsets and systems.

In 1964 Standard started producing its «Heraldo» line - now a universally accepted standard in telephone design. This was followed by a range of other subset designs including: the Gondola, Satai (key Systems), Teide, T.R.M. (Indoor Coin Telephone), Malaga and Ronda. All of these models are currently being manufactured with either decadic or multifrequency pushbutton dialling.

The lion's share of Malaga production goes to the domestic market, and a supply programme of 300,000 TEIDE subsets per annum is currently underway. Likewise the

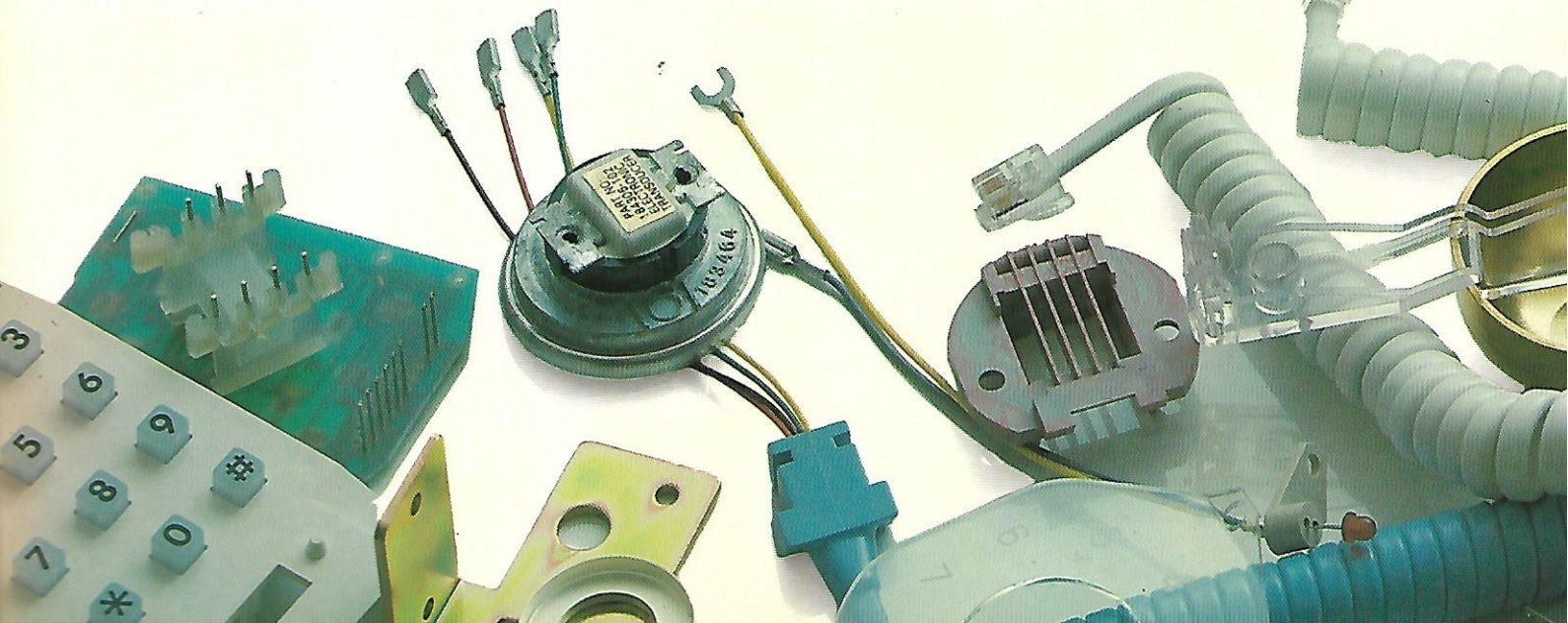
66 Designs and developments following customer specifications. 99



Telephone set packing for U.S.A.



Axial components sequencer.





Final coin telephone set assembling.

Final telephone set inspection.



Standard signed a contract to supply half a million units to the North American market.

Projects for the immediate future at the Malaga plant include the introduction of new subsets for the Spanish PTT —including the Gondola model with a 10 digit memory keypad, the Satai-Teide models, and multifunction phones as well as new models for the export market, such as the Ronda and Venturer Product lines.

plant is currently supplying Spain's Telephone Administration, the CTNE, with over 15,000 T.R.M. units a year.

In the export market the various versions of Standard's «Gondola» model have been particularly succesful. An electronic version was the first foreign telephone design to be approved and sold in Japan. Another model, «Diaset», especially designed for the Swedish telephone administration was also the first foreign design to be accepted and marketed in that country. In addition the «Gondola» has been approved by the Great the Britain, B.A.B.T. for use in the United Kingdom.

Without doubt, the multifrequency version of this particular telephone, the Trendline II, provided a milestone in the company's export orderbook when

“ The most important Factory in Europe in the Manufacturing of telephone Sets. ”



Final telephone set test.



Board test shop.



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