

# Excellent Johansson Quality





## Bad product quality... Your worst nightmare!

Ever since you're in the business, you have always had an eye for quality. But probably once in the past, you might have experienced bad product quality and its consequences...

Your company decided to buy a product and distribute it to your customers. A few days later, your helpdesk phone rang constantly. Customer support was doing overtime. Worst of all, some of your customers even moved to a competitor because they were promised higher product quality.

As a result, you lost money, you doubted yourself and you felt less successful.

# Bad product quality... Your worst nightmare!

This was also the case for John, a British TV-distribution installer. Just like all of us, he wanted to provide his customers with the best possible video quality. However, John noticed that over the last years he had been losing customers. When he asked his customers about the reason, they told him that his products were of inferior quality.

**That was the moment John decided to start working with the quality brand Johansson.** After his switch to Johansson, he noticed that his customers were more satisfied and some of his old customers (that left for another brand) even returned.



# Nobody wants to watch bad quality TV

Nothing is more frustrating than watching television in bad quality. Luckily, at UnitronGroup, we are aware of this. That is the reason why we make high quality Johansson products that provide the highest possible video quality.

Since 1962, for more than 55 years already, Johansson has been world-famous for its excellent product quality.

We have satisfied thousands of customers and millions of end-users around the globe.

The Johansson brand  
stands for quality,  
for over 55 years already.

But what does this mean?

It means that you can be 100% confident that your Johansson product will always have a supreme quality level.

It means that installers of Johansson products will always choose Johansson as their preferred quality brand.

It means that audiences, who watch video content distributed over Johansson products, will always have access to the best possible image quality on their favourite screen.

**As a result, UnitronGroup truly is your most trustworthy technology partner.**




# Five steps to achieve excellent Johansson quality

When we ask our customers what they like most about UnitronGroup and our brand Johansson, the response is immediately:

The high quality level of our products.

Quality has always been UnitronGroup's polestar. We don't see it as an additional layer added on top of a product. **Quality is our state-of-mind.** It is deeply rooted in our products, from idea to after sales.

To assure all our products have an excellent quality level, we apply a 5-step process.



## Step 1: design

Long before our products are being manufactured, there is already attention for quality. It all starts during the design phase where we keep in mind to develop qualitative products that solve real market needs. We collaborate closely with our customers to make sure the products we develop exceed the expectations of the market.

To have a good working product, we select **the best components** and use **state-of-the-art software tools and hardware equipment**. Moreover, our positive working environment stimulates our designers to develop highly innovative and qualitative products.

## Step 2: prototype

When a product is designed, a prototype is made. All prototypes go through two stages:

- To assure the products perform better than the market standards, the prototype undergoes thorough **lab tests** on temperature, humidity, ESD, EMC, lifecycle,... This is done in our own lab, but we also work with accredited labs.
- To check if the product fulfils the needs of our customers, we conduct **field tests with real end-users**.

If necessary, products are redesigned based on technical challenges or the customer's feedback.



## Step 3: production

During production, Johansson products are assured to go through an **integrated quality control system** based on scientific methodologies:

- Incoming inspection (quality at the source).
- In-process testing of each product before, during and after the assembly and testing stage (progressive inspection).
- All products are tested with full-automatic test benches by operators who are continuously trained to accomplish high quality products.
- Real-time registration and follow-up of non-conformities.
- Outgoing quality control.
- We always offer our customers the flexibility to request alternative inspection and quality control methods.



## Step 4: post-production

When a product has been purchased, our internal sales team looks for a smooth, in-time delivery.

Our after sales support makes sure all our customers receive personal service (e.g. during installation, for software upgrades).

**This support is experienced as very positive by all our customers.**

UnitronGroup also organizes full product traceability with storage of records up to 20 years.



## Step 5: iteration

The most important aspect of our quality policy is to close the feedback loop and to assure the continuous improvement of our products and services. Therefore, we organize weekly quality meetings. This is done in the context of our ISO 9001 certification.



# Experience excellent Johansson quality

Installers and customers have access to our 'Johansson' branded products via a worldwide network of distributors.

**More info:**

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