

Special Feature | APEM: Strengthen and expanded synergies

APEM - whose headquarters are in France- joined the IDEC Group in 2017. It is a well-established HMI manufacturer, in business since 1952. APEM designs, manufactures and sells switches, joysticks, LED indicators and control panels, and has an extensive network around the world. With the addition of APEM which little overlaps and neatly complements IDEC in terms of product lines and target markets, the IDEC Group has expanded its global sales force, particularly in Europe, and has raised its overseas ratio close to 60% of total sales.

While IDEC has developed plastic standard products for the factory automation (FA) industry, APEM's strength lies in customized metal and other products. APEM's products are used in a wide range of industries as the company designs and develops products that take into account the specific environment of each application,

primarily targeting special vehicles, such as construction and agricultural machinery, material handling or defense sectors.

IDEC and APEM are realizing synergies in the "switch" product lines, which are required to be broad, depending on the region, application, and specific usage conditions, as both companies make good use of their product features and sales channels.

APEM has R&D centers in France, the U.S., the U.K. and Denmark. By establishing manufacturing facilities in countries such as France, Tunisia and other parts of EMEA and the U.S., APEM has created a development and manufacturing system that meets global needs. The company focuses on custom-made products to respond to a wide variety of applications, and provides high-quality products with excellent environmental resistance. Approximately 75% of APEM's sales are custom-made products.

Since 2017, the IDEC Group has been restructuring manufacturing, sales and distribution sites in several countries to reduce costs and improve operational efficiency.

We have also been integrating our sales structure. In Europe, IDEC's control products, such as safety-related products and automation products, were added to the APEM lineup, which resulted in an increase in sales of IDEC products. In the Americas, we are promoting sales strategies aimed at further synergies between IDEC and APEM. In the Asia Pacific region—an area of strength for IDEC, we are promoting APEM brand products, using IDEC's sales network to develop relationships with new customers and new markets.

Further optimization of our global technical and commercial locations should lead to additional sales and improvement of our profitability.

APEM products



Components



Joysticks



Panel solutions



Agricultural machinery



Material handling



Construction machinery

APEM's focus industry

The History of APEM



Sales ratio (FY2022)

■ IDEC ■ APEM

Roadmap for work with APEM for restructuring of manufacturing, sales and distribution sites

■ Manufacturing ■ Sales ■ Distribution

	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023 (plan)
EMEA	<ul style="list-style-type: none"> Consolidated APEM's factories in France. Consolidated distribution centers. 	<ul style="list-style-type: none"> Consolidated APEM's factories in the U.K. Consolidated IDEC sales office into APEM. 	<ul style="list-style-type: none"> Consolidated distribution centers of IDEC and APEM. Established a base in Germany (Hamburg). 			<ul style="list-style-type: none"> Start manufacturing at an APEM's new Tunisia factory. Develop a strategy focused on HMI and safety products for the AGV, robotics and machine tools industries.
Americas	<ul style="list-style-type: none"> Consolidated APEM's factories in the U.S. Started cross sales. 		<ul style="list-style-type: none"> APEM representative agencies began selling IDEC products. 		<ul style="list-style-type: none"> Start a project to expand sales. 	<ul style="list-style-type: none"> Promote a sales strategy to expand synergies.
Japan and Asia Pacific	<p>Japan</p> <ul style="list-style-type: none"> Began sales of APEM products. <p>Asia Pacific</p>	<ul style="list-style-type: none"> APEM employees moved to the IDEC office (China). 	<ul style="list-style-type: none"> Transferred all sales functions to IDEC. Consolidated APEM bases into IDEC (China). 		<ul style="list-style-type: none"> Consolidated Asia Pacific sales networks of IDEC and APEM. 	<ul style="list-style-type: none"> Develop a business strategy to promote sales of APEM products. Implement custom responses and total solution proposals.

APEM is a leading company with unique features in the HMI field

Strength 1 Flexible product customization to meet customer needs

The main feature of APEM is that all products listed in the catalog can be customized to fulfill customer needs and specifications. The combination of options and custom elements allows APEM to offer unique products, from the most simple to the most complex. In addition, with robust development processes, based on the Advanced Product Quality Planning (APQP) method, APEM supports custom design specifications for exclusive HMI requirements. APEM's strong product design and development capability are also grounded in the control of many increasingly complex technologies.



Examples of ergonomic customized solutions

* Advanced Product Quality Planning (APQP):
A framework of procedures and operations from product design to development and manufacturing from the viewpoint of ensuring quality

Strength 2 High product quality through total management

Another strength of APEM is its vertical control of all development and manufacturing stages in an integrated way. This organization enables APEM to achieve consistent quality standards in all aspects of manufacturing, from raw materials to finished products.

APEM's offering of joysticks and panel solutions which incorporate its proprietary components has also led to its quality assurance.



Central management of each process