

OK International collects third consecutive Service Excellence Award at Apex



The team at OK International is currently celebrating the company's third consecutive Service Excellence Award, sponsored by Circuits Assembly magazine. Presented to the electronic assembly products specialist during a ceremony held at the IPC/APEX exhibition in Las Vegas, the award represents an important vote of confidence from the company's diverse global customer base.

This prestigious awards program recognizes companies who receive the highest customer service ratings, as judged by their own customers. Customers ranked OK International in five critical areas of support – dependability/timely delivery, ease of use, responsiveness to requests and changes, technology, and value for the price – and the company emerged as the clear winner in the Soldering Equipment category. Testament to OK International's authority in this field, the award was collected by Marketing Manager, Jerry Simmons, during the exhibition.

Commenting on the award, Jerry explains: "Here at OK International, we're committed to raising the bar in the area of service excellence. We know it's of great importance to our customers and what's more, we believe it's an essential ingredient in the process of creating Superproducers. So, this award is particularly special – not least because it's voted for by our customers. After all, they're our most important critics and the foundations on which our business is based."

Incorporating soldering, desoldering and rework technologies, advanced package rework, benchtop fume extraction and fluid dispensing systems, the OK International product range is based on the ideals of innovation, reliability, value and ease-of-use.

Jerry adds: “Due to our comprehensive global sales channel which provides expert product support and responsive customer service, our product range delivers a distinct advantage that we call “TAP” – boosting customer performance by delivering Training, Applications and Productivity benefits. This level of innovation is all part of our commitment to service excellence – we look forward to continuing to exceed our customers’ expectations in this field into the future!”

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About OK International

OK International is a leading global supplier of soldering tools and equipment for electronics assembly. The product range includes bench top soldering and desoldering tools, array package rework equipment, fluid dispensing systems and accessories, and fume extraction systems.

OK International is committed to understanding the product needs of its customers and supplies professional grade products that are innovative, reliable, price competitive and easy to use. Through a global sales channel, OK International provides expert product support and responsive customer service, with localization to meet regional market needs.

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