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# FORT BEND Business

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## PREMIER ELECTRONICS

*Quality, service, and price drive success*

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**PREMIER ELECTRONICS**  
**QUALITY, SERVICE, AND**  
**PRICE DRIVE SUCCESS**

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Joe Southern *Editor*

## EDITOR'S PREVIEW

### Premier Electronics is a feel-good success story

This is the kind of story I like.

It's not a rags-to-riches story but an up-from-your-bootstraps tale.

Hard work, perseverance, dedication and commitment all play important factors in the rise of Premier Electronics Manufacturing in Sugar Land.

I have to admit that when I was first approached about doing their story for this issue I was more than a little intimidated. After looking at their press release and browsing their website, I could see that I was probably in over my head on this one. There was a lot of electronics jargon and acronyms that made no sense to me. A few minutes after a brief prayer and a quick phone call I was at their offices meeting with founder and owner Scott Goggans and Bill Barrett, who heads business development.

They are two of the nicest guys you'd ever want to meet. Instead of meeting awkward, nerdy engineer types or burly biker-types off the manufacturing line, they proved to be genuine and very accommodating. They were able to explain their story and their operation to me in a way that didn't make me feel stupid or uncomfortable. In fact, the more I got into it the more interesting it became.

One of the coolest parts was their desire to onshore electronic manufacturing. That means

bringing products and jobs back to the United States from other countries. With so many of our electronics coming from Asian countries, it was refreshing to see so much being done right here in our back yard.

They're big enough to handle a fairly high volume but small enough to be flexible and responsive to customers' needs.

One of the things that I'm a firm believer in is quality and at Premier EMS quality is part of their DNA. They hold quality certifications at the highest levels in the industry. You can rest assured that if ever buy anything that they had a hand in making that it will live up to rigorous standards.

Unfortunately, you cannot go out and find their products on store shelves. They are contract manufacturers, so they don't have any of their own products. What they make, however, could very easily show up in something you buy or use.

Premier EMS is clearly a hidden gem in Sugar Land and one of just many reasons the city is a great place to live, work, and play. Don't just take my word for it, look inside this edition and read the story for yourself. I'm sure you'll come away a true believer just like me.

**Joe Southern**

*Editor, Fort Bend Business Journal*

## CONTENTS

### COVER STORY

#### PREMIER ELECTRONICS Quality, service, and price drive success



BUSINESS CARD DIRECTORY .....	16 - 17
SERVICE DIRECTORY .....	19 - 20



# PREMIER ELECTRONICS

## COVER STORY BY JOE SOUTHERN

When one thinks of electronics manufacturing, rarely do the words “made in U.S.A” come to mind.

That’s no longer the case in Sugar Land. Premier Electronics has been assembling electronics since 2005. In 2017 Premier moved into a larger facility due to several consecutive years of growth.

“We’ve experienced double-digit growth since 2014, so for five years now we’ve grown at a good pace” said founder and owner Scott Goggans.

Premier EMS is a state-of-the-art electronics contract manufacturing company that offers the Gulf Coast region a high/medium volume supplier of electronics assembly. IPC 610 Class 1, 2 and 3 workmanship standards are met and verified by an onsite IPC trainer and certified assemblers. Premier EMS is also an ISO 9001:2015 and IATF 16949 registered company.

A key to their success has been the desire of many companies to bring their manufacturing back from foreign markets, a process called on-shoring.

Goggans said, “What we’re seeing is companies’ desire to have a local supplier as long as the cost is competitive.”

“We’re competitively priced with offshore,” added Bill Barrett, who heads business development for Premier.

“A lot of our growth centers around customers interested in bringing back assemblies that were being made in China, Mexico, or Malaysia,” Goggans said.

The reason they can do this competitively is because of automation through investment in new technology.

“We have invested over \$5 million in facilities and equipment since 2014. Automation is very important because we are selling time, allowing us to be very competitive with China because machine time is the same worldwide as far as cost,” Goggans said. “Not only do we assemble cables, printed circuit boards, chassis and cable wire harnesses, we also program and test within our facility on over 96 percent of our assemblies.”

“We’re internationally competitive on automated assembly,” Barrett said.

As important as price and location are to Premier, that’s not what drives the business. Quality and service are what fuel the company’s growth.

“We look forward to servicing our customers with the highest quality standards in the industry. Our IATF 16949



**IPC certified assemblers assure quality work is done at Premier Electronics.** (Photo by Joe Southern)

certification is just the latest example of our commitment to raising the bar to exceed our customer requirements,” Goggans said.

Industry certifications are a critical component to establishing and maintaining a commitment to superior quality.

“We have a customer in the automotive industry that does asset tracking, GPS tracking devices, and they do work for companies like Chrysler and Nissan. As a result, registration to the automotive standard was required and it is more stringent than the International Standards Organization,” Goggans said. “It’s called IATF16949 and is a set of requirements detailing procedures that show processes are being performed in explicit detail per automotive standards. The automotive standard is even more strict than AS9100 (the aerospace standard). Given the customer requirements we are looking to achieve, that’s a very big deal. The ISO





**Premier only uses experienced solder assembly technicians.** (Photo by Joe Southern)

allows the products we assemble to be used all over the world."

"We've been certified by Nissan, 3M and Rockwell, some of our Fortune 500 customers," Goggans said.

Because they do contract work exclusively, Premier doesn't produce a product of its own.

"The intellectual integrity of projects is safe with Premier since we manufacture customer's designs, so we don't have our own products," Goggans said. "We don't have anything that we've designed ourselves."

One of their customers is featured on television. They did lighting components used on "The Voice" and soon one of their customers will be competing on "Shark Tank" with a device Premier manufactured.

"Regarding the product featured on the 'The Voice,' all of the lighting control systems, were built by Premier," Goggans said while talking about a lighting company from Austin which is one of their largest and newest customers.

"The local customer to be featured on 'Shark Tank' soon, designed a pill box that reminds seniors to take their medication," he said.

Locally, Premier's work can be found in each of the schools in the Lamar Consolidated Independent School District.

"In Lamar CISD, all of the cameras that are in every school, were built by Premier," Goggans said.

Another key to Premier's success is diversification. Many of their competitors struggled or went under during the recent oil and gas downturn because they catered specifically to that market.

"Whether it was 100 percent designed this way or not,

we were not too heavily involved with oil and gas, so when we started to see the decline in that market's business, it really didn't affect us negatively," Barrett said. "In fact, we started growing even more because we weren't exclusive to that market. As a result, we lost more than a handful of competitors in the area because they either tried to diversify into other things or just went away."

"Ten years ago there were at least five more competitors in the Sugar Land general area that no longer exist. When the oil tanked they just couldn't make it, so we've picked up customers from that," Goggans added.

"We've focused on the industrial, medical and automotive markets..." Barrett said.

Like many private companies, Premier had humble beginnings.

"The idea for Premier began while I was working at another company in Sugar Land," Goggans said. "I was operations manager and another coworker and I decided we'd like to start our own assembly company for mid-sized customers. That was in 2005. We were in a little metal building in Missouri City on Stafford Road in an 8,000 square feet for about 10 years and slowly built a small but loyal customer base. Most of our customers have been with us a long time. The original idea was to have tier one performance and quality but have great customer service and flexibility which continues today.

There are larger companies in the Greater Houston area that do what Premier does, but because of their size they can't always respond as quickly as customers like.

CONTINUES



"A lot of these places have state-of-the-art equipment, but getting them to do things quick in Houston is kind of unique," Goggans said. "You've got to be flexible and quick to satisfy those guys."

Premier's move in 2017 to their current facility was motivated by the limitations of space.

"We had a huge opportunity in the summer of 2016 and the building that we were in just didn't give us the opportunity to land it. Basically, the customer liked us and wanted to give us the business but we didn't have the space. So my partner and I came together and said 'we're not going to lose an opportunity like that again.' That's why we bought this building, which is 52,000 square feet," Goggans said.

Along with the move came even more investment in new equipment. The acquisition of three new Samsung SMT assembly lines, two Juki selective solder, and two AOI 3D inspection stations have increased Premier's SMT output six-fold, allowing greater manufacturing capacity in the same footprint.

When Goggans started Premier, there were three employees. Today there are 26.

"We're doing three times more than we used to do with maybe five more people, just because we invested in so much new equipment," he said.

"We went after the automation because it allows us to be competitive across the board. Our employees are seasoned



**Having three SMT Samsung lines helps speed production at Premier.**  
(Photo by Joe Southern)

with years of experience in all different levels of soldering. The atmosphere at Premier is that of a finely tuned machine allowing individual growth which fosters loyalty. Our turnover is very low and the majority of our employees have been here 6-plus years," said Barrett. "Our unprecedented growth is a result of our customer focus, solid leadership, financial stability and a desire truly be a manufacturing partner to our customers."

**Industrial, medical and automotive assemblies are done by experienced workers at Premier electronics in Sugar Land.** (Submitted photo)

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