

2012

CORPORATE OVERVIEW



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SAMEL 90 PLC



BULGARIA

THE COMPANY

SAMEL-90 was established in 1964 as a producer of military electronic equipment in order to satisfy the needs of the Bulgarian armed forces for electronic and communication equipment and is a 100% private company. It is situated at 50 km to the Southeast of the Capital of the Republic of Bulgaria, Sofia and hence it has got the advantage of easy reach. After 1990 the traditional range of special purpose products have expanded to the consumer electronics in telecommunications applications, specialized electronics for LED lighting industry, spare parts, TV network components, cash flow devices with fiscal memory etc.

QUALITY AND BUSINESS CERTIFICATES.

SAMEL-90's products have high quality and reliability, guaranteed by the Quality Management and Assurance System ISO 9001:2000.

Since July 2004 SAMEL-90 has been certified according to the NATO AQAP 2110 requirements by the Bulgarian Ministry of Defence and has got certificate SK No. 0016/2004.

SAMEL-90 is a member in different NATO organizations as NAMSA, NC3A etc., which is certified by the following company registrations:

- NAMSA code: 40000499994
- CAGE code: 0002U
- D-U-N-S number: 628154379
- CCR number: AYZ87B
- TPIN number: 75863891

Totally 26 from the products of Samel-90 are certified according to NATO codification system – NATO Stock Number (NSN).

SAMEL-90 is a member of the USA organization TRACE, which is an evidence for our company reputation on the international defense market.

SAMEL-90 regularly participates in all biggest defense exhibitions as:

- IDEX – Abu Dhabi
- EUROSATORY – Paris
- DSEi – London
- IDEF – New Delhi
- DSA - Malaysia
- Kuwait
- DsS - Thailand
- Indonesia
- Kazakhstan

OUR MISSION

SAMEL-90 has been considered from US–M.P.R.I. team, appointed from the US Government to assist the Bulgarian Armed Forces modernization study & plans 2004 - 2015 as a potential prime contractor in joint manufacturing & in the process of modernization of C2 - C4 national systems in partnership within world leaders in this field.

RANGE OF PRODUCTS

I. SPECIAL PURPOSE PRODUCTS

- Mobile, portable, manpack and stationary jammers against Remote Controlled Improvised Explosive Devices (RCIED) - NATO Stock Number (NSN): 5865-50-001-1872, 5865-50-001-1873

- HF/VHF artillery radio jammers delivered into the enemy area by means of artillery rounds 122mm, 130mm, 152mm and 155 mm caliber - NATO Stock Number (NSN):1320-50-000-0944, 1315-50-000-4575, 5865-50-000-1121
- Systems for surveillance and guarding of the border areas – NATO Stock Number (NSN): 5820-50-000-4671
- Ground radars
- Navigation and sea radars
- Mobile communication shelters and mobile command post - NATO Stock Number (NSN):2355-50-000-4576, 2355-50-000-4576
- Intercom communication system - NATO Stock Number (NSN): 5805-50-000-3642
- Field telephone sets and field telephone switches - NATO Stock Number (NSN):5805-50-000-5560, 5805-50-000-4160
- VHF radios - NATO Stock Number (NSN): 5820-50-000-8948
- Launchers for anti-aircraft missile complexes: Strela-2M, Strela-3 and Igla-1.
- Information protection equipment.
- Integrated communication and information networks.
- Other electronic special purpose equipment.

II. INDUSTRIAL & CONSUMER PRODUCTS

- Specialized electronics for the lighting industry including wide range of energy efficient LED lighting systems
- Cash flow machine with fiscal memory.
- Components and amplifiers for cable TV networks.
- Consumer electronics, including security systems, power supply and charging devices, etc.
- Range of multifunctional running message displays, exchange rates displays, as well as monochrome, multicolour and full colour LED screens for indoor and outdoor use in banks, stadiums, offices and other appropriate places.
- Car spare parts and accessories.
- Components - ferrite, piezo-ceramic and steatite ceramic parts.
- SMB, SMA, Canon connectors etc.

TECHNOLOGICAL CAPABILITIES

SAMEL-90 has got a significant experience as a sub-contractor for a number of companies in the following activities and services:

- Electronic products assembly and testing, including SMD assembly line
- Machining and metal pressing;
- Production of precise mechanical parts;
- Aluminum casting
- Plastic and rubber parts production
- Design and manufacture of tools
- Design and manufacture of ferrite and Piezo-ceramic parts
- Galvanic coating and lacquering.

MARKETING SEGMENT

- Special products: 40-50%
- Industrial & Consumer products: 50-60%
- General: Export - 75%
- Domestic Market - 25%

OVERSEAS BUSINESS ACTIVITIES

Since the year 2001 SAMEL-90 is producing X-band and S-band marine radars as a subcontractor of Northrop Grumman Sperry Marine – USA.

More than 14000 radar systems totally have been manufactured by the moment.

SAMEL-90 PLC supports business contacts with partners from over 35 countries all over the world. Over the years SAMEL-90 has set up business relationships as a permanent sub-contractor and partner with companies from the USA, UK, Germany, Belgium, France, China, Thailand, Ethiopia, Egypt and other countries from all over the world. In the field of military communications equipment, "Samel-90" is co-operating well with BAE Systems - UK, Thales - France and ITT Industries - USA.

OUR TEEM

“SAMEL-90” PLC team consists of highly qualified managers, consultants, designers and pre-sale engineers. Total employees in the company are 420.

OUR MAIN CUSTOMERS

- Ministry of Defense - Bulgaria
- Ministry of Interior - Bulgaria
- National Border Police - Bulgaria
- Ministry of Finance - Bulgaria
- National Electric Company - Bulgaria
- Northrop Grumman Sperry Marine - UK
- BAE Systems – UK
- Norinco - China
- Ministry of Defense - Ethiopia
- Ministry of Defense – Thailand
- Ministry of Defense – Egypt
- DEDO WEIGERT FILM GmbH - Germany
- Gramer - Bulgaria
- Hyundai - Bulgaria
- FESTO - Bulgaria

OUR MAIN PARTNERS

- NATO Agencies
- EU Security Agencies
- Cisco
- Dell
- HP
- Thales - France & UK
- ITT - USA
- Crypto - Swiss
- NERA - Norway
- E2V-UK