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East West Manufacturing Acquires Universal Electronics EMS

Atlanta-based East West Acquires Wisconsin-based Universal Electronics, Inc.

ATLANTA, GA - East West Manufacturing, LLC (“East West” or the “Company”), a global design, manufacturing and distribution services business, announced today that it has acquired Universal Electronics, Inc. (“UEI”), a provider of specialized electronics manufacturing services, including advanced printed circuit board assemblies, box-build assemblies, testing and new product introduction services. UEI was founded in 1980 in Whitewater, WI, located one hour from Milwaukee, Wisconsin. This acquisition further enhances the growth of East West by adding a well-established operation in the Midwest, close to many current customers. UEI advances East West’s strategic focus on growing its domestic electronics manufacturing capabilities and expanding its U.S. manufacturing operations.

“We are excited to partner with UEI to expand our manufacturing operations to the Midwest.” said Scott Ellyson, East West Co-founder and CEO. “UEI has an incredible reputation for putting its customers first and has an established presence in a variety of high-growth sectors such as medical, industrial, telecommunications and defense. This acquisition allows us to offer our customers even greater domestic, higher mix, lower volume, quick turn electronic manufacturing services. Our collective design, manufacturing and supply chain capabilities will enable us to provide even greater levels of service and support to customers on a global basis.”

East West Board Member Bob Nardelli said, “Expanding the company’s operations to the Midwest is another crucial step in our strategy of building our portfolio by offering diverse solutions to our growing customer base around the U.S.”

Alex Mammen, Heritage Growth Partners founder and East West board member added, “The addition of UEI, our first acquisition in the Midwestern U.S., provides East West with the ability to continue to marry its high-volume international design, manufacturing and distribution capabilities with a well-respected, domestic manufacturer to address a variety of customer growth objectives and supply chain diversification needs. We expect the East West-UEI combination to gain significant market share through these expanded capabilities, particularly within the growing corporate and public innovation centers in and around the Midwestern U.S.”

Rick Jensen, Owner and President said, “The leadership team and associates here at UEI are excited about becoming part of the East West family. Our culture, capabilities and customer first focus align perfectly. We expect the new combined company to help our customers continue to grow!”



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About East West Manufacturing, LLC

Based in Atlanta, Georgia, East West is a global design, manufacturing and distribution services partner for original equipment manufacturers and distributors throughout North America and Europe. With domestic operations in Georgia, North Carolina and Massachusetts and international operations in Costa Rica, Vietnam, China and India, the Company utilizes a global design team, transparent supply chain, on-site quality control and flexible logistics systems to provide its customers with superior products and competitive cost advantages. Founded in 2001, East West offers its customers a differentiated breadth of onshore, nearshore and offshore design, manufacturing and distribution capabilities to serve the full spectrum of customer needs ranging from new product design to full scale production and distribution.

For more information please visit: www.ewmfg.com.

About Universal Electronics, Inc.

Founded in 1980, UEI is an advanced electronics manufacturer of high mix, high complexity, low-to-medium volume products that specializes in box builds, PCB assembly, NPI, prototyping, supply chain management, system integration, and testing services for the medical, industrial equipment, telecommunications and defense industries. UEI is an ITAR Compliant and ISO 9001:2015 and ISO 13485:2016 Certified company based in Whitewater, WI.

For more information visit: www.ueinc.com.

About Heritage Growth Partners LLC

Heritage Growth Partners LLC is an Atlanta-based private, family investment office focused on serving owner-managers and their companies to accelerate growth and create long-term value. Heritage takes a collaborative approach to investing, with the goal of building true partnerships with management that are enhanced by its patient and flexible family capital and its ongoing strategic, financial and operational support.

For more information visit: www.heritagegrowth.com.

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