



Company Profile 2024

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Company Overview

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COMPANY PROFILE- INTRODUCTION

Phone In Mag-Electronics Co., Ltd. was established in 1999 with the primary focus of magnetic materials.

Over the last 25 years, the company has grown into a leading manufacturer of magnetic components and assemblies.

Production facilities and sales offices have been established in China, Taiwan, San Francisco, Frankfurt and Vietnam with an overall vision of leading innovation in magnetic materials.

Company Profile

Established

—

December 1999

Worldwide Employees

—

600 (China)
20 (Taiwan)
5 (Vietnam-BacGiang)
5 (U.S.-San Francisco)
1 (Germany-Frankfurt)

Factory location

—

4 factories/branch
(Xinyang, Dongguan, Ningbo, Vietnam)
1 NPI center (Suzhou)

**Capital 20
Million USD**

Locations



NingBo
Factory



Taipei
Head office



San Francisco
Office



Vietnam Machining
Factory



XinYang
Factory



DongGuan
Branch



SuZhou
NPI
Center



Vietnam

Sinowin Industrial
(Vietnam) Co., Ltd.

USA

San Francisco
Office

Germany

Frankfurt Office

China/Taiwan

Phone In Mag-Electronics Co., Ltd. (Taipei)

Phone In Mag-Electronics Co., Ltd.

Taiwan Branch(British Virgin Islands)

XinYang Yen Sonic Technology Co., Ltd.

XinYang Yen Sonic – DongGuang Branch

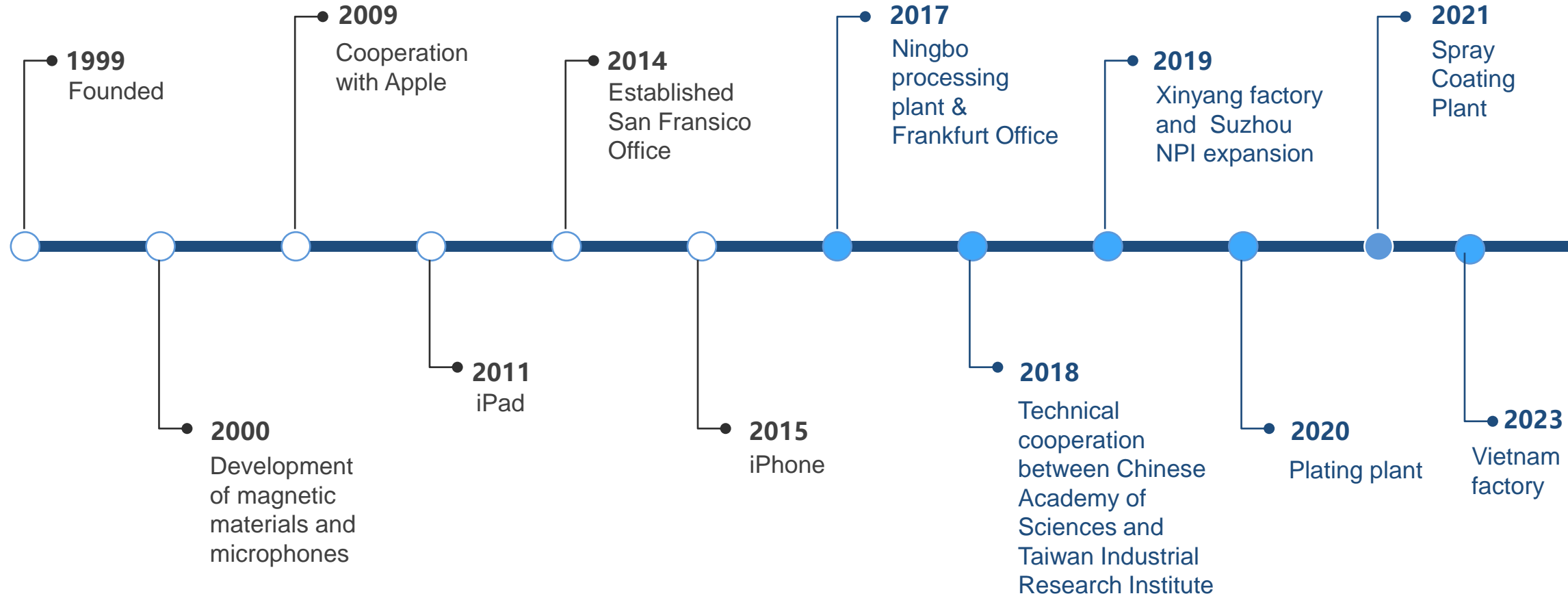
SuZhou Yen Googol Electronics Co., Ltd.

Phone In – NingBo Factory

Phone In – HongKong Office

Phone In – ChengDu Office

Development History



02

Product Development

Rare Earth Neodymium Iron Boron
Magnet (NdFeB)

New Electroplating Plant

New Spray Coating Plant

Green Energy

Rare Earth Neodymium Iron Boron Magnet (NdFeB)

Monthly production capacity of

100,000,000 Piece parts

System Certification :

IATF16949

ISO 9001

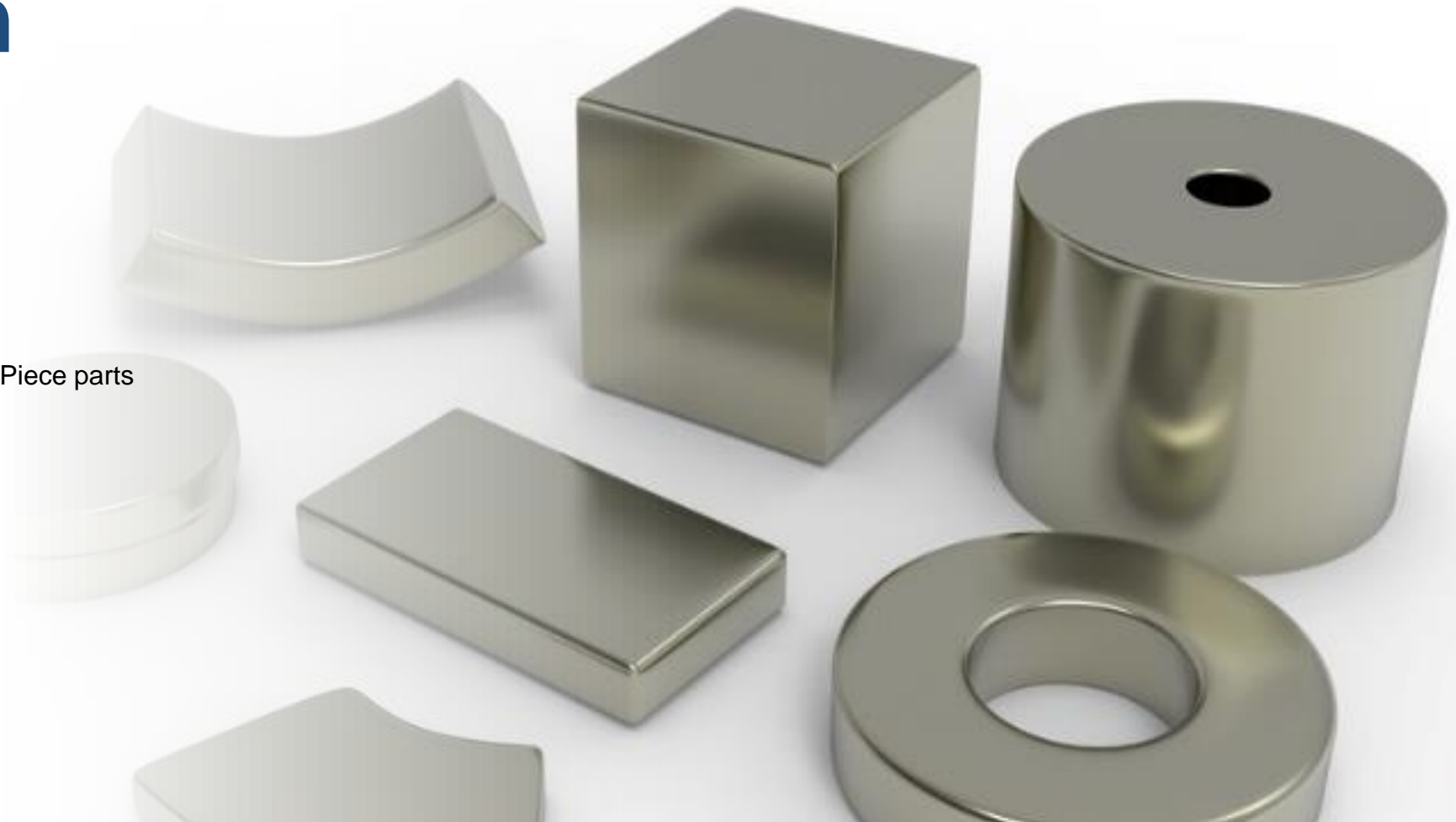
ISO14001

RoHS 2.0 / REACH ready

UL ECVP 2809

Property

N54 → N54M → N54H → N52SH
N54H → N56H → N54SH



Neodymium Iron Boron Magnet Design And Manufacturing Services

High precision and performance magnets,
precision control of non-magnetic area

Flux value, Gauss value, tension value simulations and
systems analysis

Precision magnetic assembly

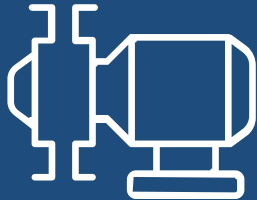
Magnetic assembly hardware post processing
Customized magnetization solutions

Customized packaging

Application Field of Rare Earth NdFeB magnets



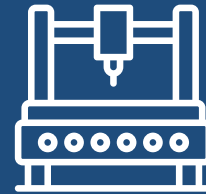
Mobile phone/tablet



Automotive motor



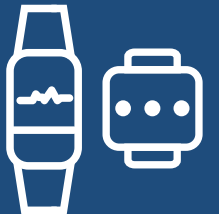
Smart home



Precision
machine tool



Headphones/
speakers



Wearables

Electroplating factory (Ningbo , China)



Electroplating factory production line



Production Line



Plasma emission spectrometer

Spray Coating Factory

(Fenghua District, Ningbo City)

Epoxy resin can improve the corrosion resistance and insulation of magnets.

Phone In has developed automated epoxy process of spraying/loading & unloading/production to ensure quality, decrease labors and reduce cost.

Phone In has set up the core technology of epoxy successfully. The epoxy products can meet Japanese industry standards.

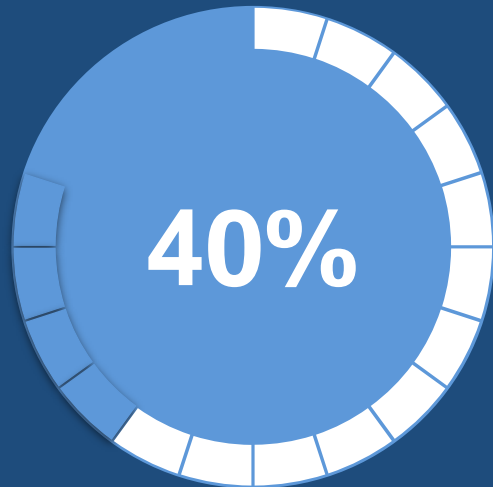


Sprary Coating Machine

Green Activities

Other than 100% REE, PI also continues other green and renewable initiatives

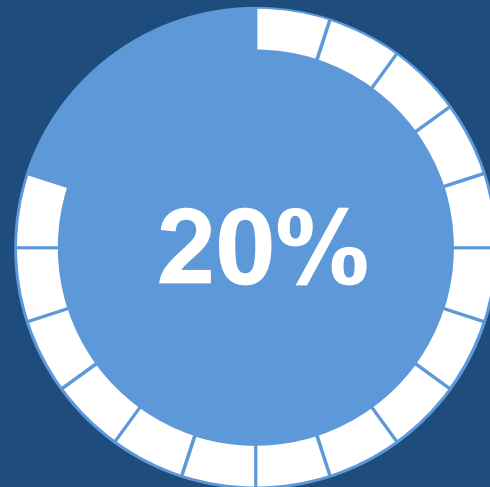
Energy Generate



40%

1200 mW/h

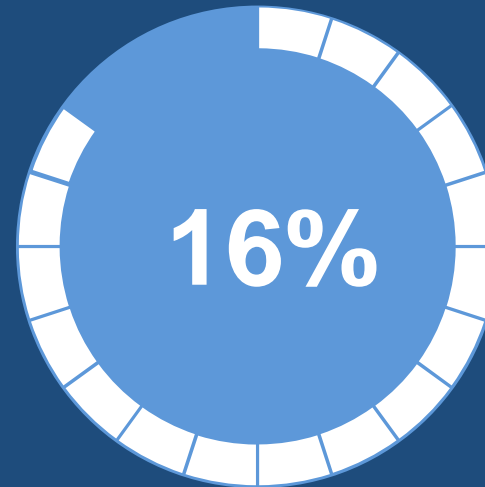
Energy Saving



20%

-11,088 Nm³

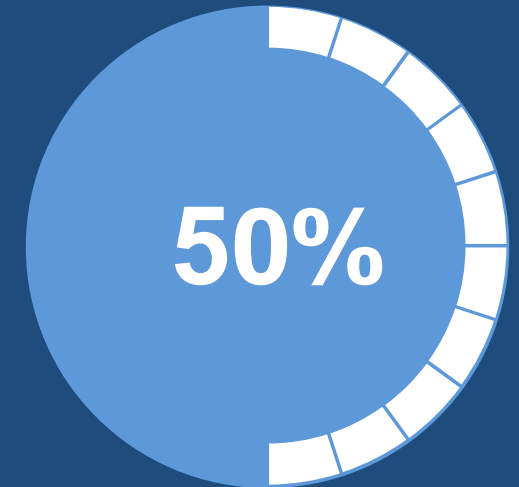
Energy Saving



16%

-1.4 ton

Energy Recycle



50%

-400 ton

Solar panel 100% cover usable area
Solar electricity generated increase to 40% of total power by CQ2, 2022

Reduce 20% nature gas
Install heat preservation layer, ready by CQ1, 2022

Decrease 16% contamination emission
New maintenance plan for E-nickel, ready by CQ2, 2022

50% recycle waster water from plating
Work with local government, ready by CQ3, 2022

03

Manufacturing

Laser-Cut Machining

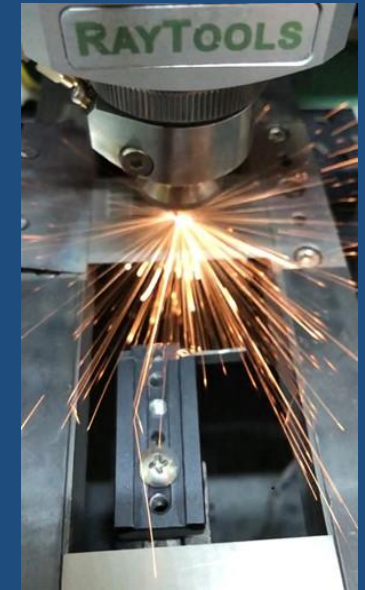
Automated production equipment

Magnetic material testing equipment

Automatic testing equipment

Laser-Cut Machining

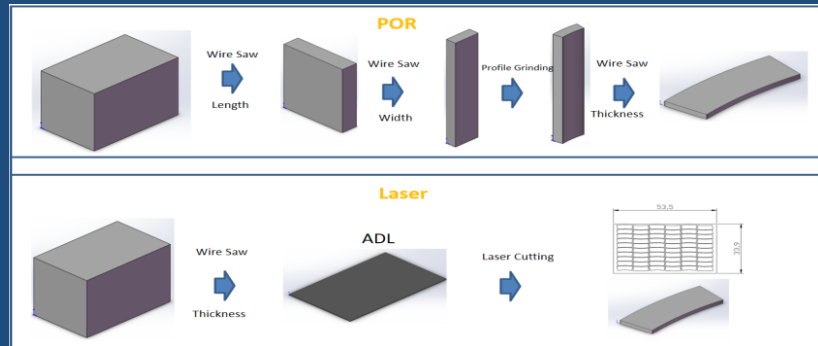
Phone In has applied 25+ years of experience in magnet manufacturing to develop and introduce laser cutting technology with simplifies the machining process. This method optimizes recycled material utilization as well as reduces overall carbon emissions. Laser cutting is applicable to various magnet specifications



Creating a new chapter of environment protection, high efficiency, clean workshop and stable manufacture.

Comprehensive capacity comparison

	POR	Laser
Block Size (mm)	53.5*33.9*42.1	
Output/ block (pcs)	4,050	4,800
M'tl Utilization	44.7%	59.0%
Ramp Process L/T	3 weeks	2 weeks



Note :

1. Shortening cycle time of product manufacturing.
2. Reduction of operators at the same Q'ty.
3. Improved material utilization.
4. High environmental cleanliness.
5. Simple waste recycling.

	POR			Laser cutting		
	Product Q'ty(pcs)	C/T (pcs/sec)	OP/Day	Product Q'ty(pcs)	C/T (pcs/sec)	OP/Day
Wire-saw- Length	1	12	2	-	-	-
Polish- Length	1	2	2	-	-	-
Wire-saw- Width	1	0.92	2	-	-	-
Polish- Width	1	0.31	2	-	-	-
Profile Grinding	1	0.9	3	-	-	-
Wire-saw- Thickness	1	0.08	2	1	4.24	2
ADL- Thickness	1	0.06	1	1	1.25	1
Laser	-	-	-	1	0.9	1
Total		16.27	14		6.39	4

Automated equipment

Modularization Automatic Line



Fully Automatic
Intelligent Assembly Line

Automated production equipment



Automatic glue
removal machine



AGV smart truck



Any Feeder Machine



Automatic glue
removal machine



Magnetic material testing



Magnetic declination measuring tester



One dimensional flux meter



JQS gauss test machine



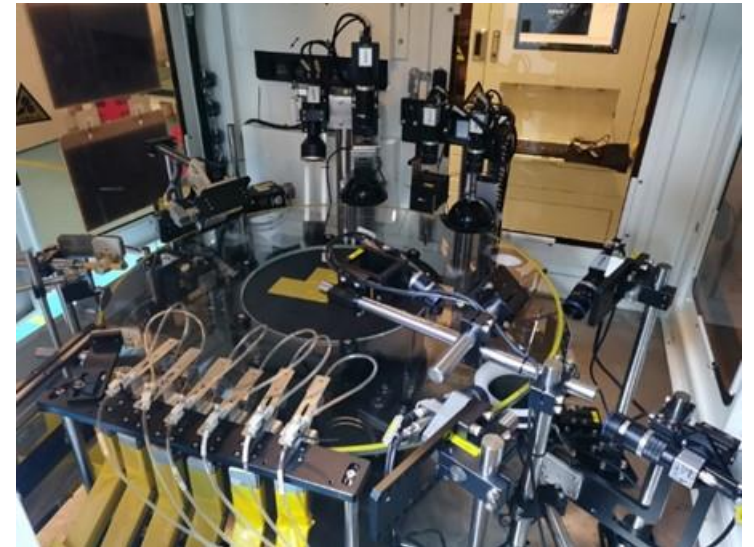
Automated inspection equipment



▲
AOI magnet inspection machine



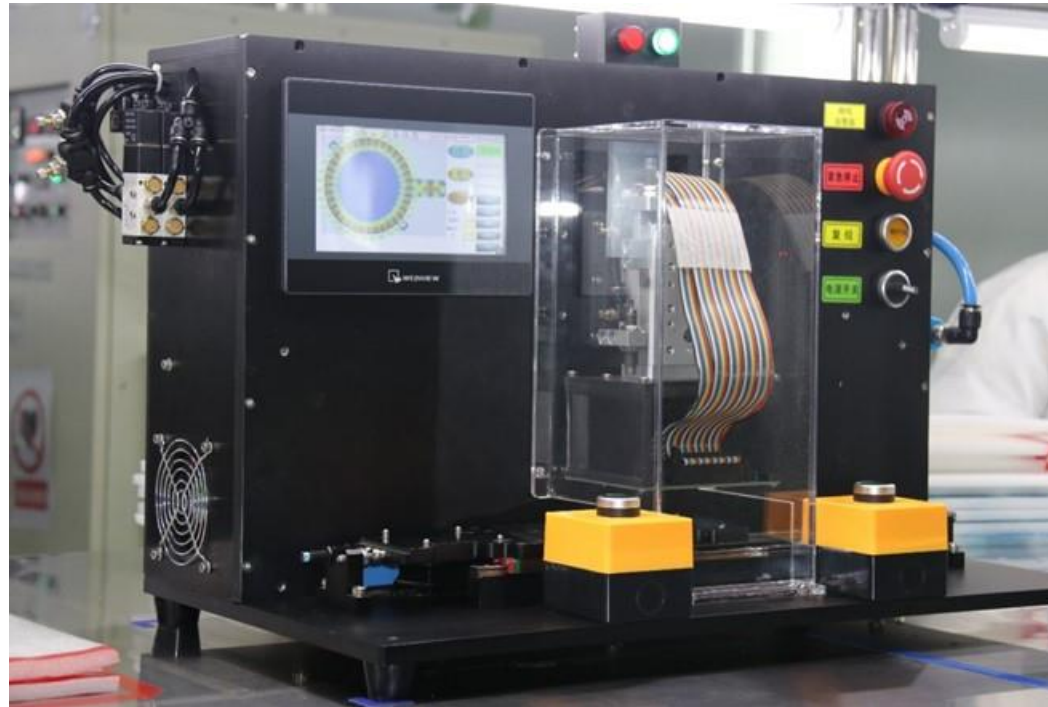
▲
Automated
sorting equipment



▲
AOI with 3D Profile
Scanning Datum Machine

Automated inspection equipment

Top of the line production equipment



◀ Polarity detection equipment



◀ Visual laser engraving machine



◀ Flashing test machine

04

Customer service

Core value

Outstanding customer

Core Value



Deeply develop the global market



Corporate
Responsibility



Product
Excellence



Customer
Satisfaction



Innovation And
Growth

Humanity Management
Quality product
Customer Service

Outstanding Customer

Quality Assurance

Innovation & development

Continues improving

Pursuit of excellency

 Square

FOXCONN

 LUXSHARE ICT

Amphenol

 英華達
Inventec Appliances

 fitbit

 **WINGTEC**
GREAT PRODUCT COMPANY

 HUAWEI

Nidec
All for dreams

 SAMSUNG

nest

 **FXLINK**

 嘉譽
JIAYU AQUARIUM

 **Supercase**
Professional ODM / OEM Manufacturer

 Meta

PEGATRON

Goertek

 **ST** life.augmented

 Tutamen

 瑞聲科技
AAC TECHNOLOGIES



 Quanta Computer









 THE GLOBAL LEADER IN MAGNETIC CONSTRUCTION TOYS
MAGFORMERS

 英華達
Inventec Appliances

 fitbit

 **WINGTEC**
GREAT PRODUCT COMPANY

 **FXLINK**

 嘉譽
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 Tutamen

 瑞聲科技
AAC TECHNOLOGIES



Corporate Vision

Phone In group is a industry leading magnetic component supplier and continues to be a partner in magnetic materials research and development. Our core principles are honest and open business practices to create succesful longterm relationships with our customers. We can provide the most up to date information and services in the ever changing field of magnetic materials to develop the most advanced and competitive products together with our customers.

Thanks!



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