

# Why partner with UK EMS for high-tech and consumer?

Alan Anderson's MD, Phil Bray, explains why partnering with a UK EMS delivers resilience, regulatory clarity and market access for US high-tech manufacturers

In an era of global supply chain volatility, US-based electronics companies are increasingly seeking resilient, efficient manufacturing partners. While domestic EMS providers offer familiarity and speed for North American markets, engaging a UK contract electronics manufacturer presents compelling advantages, particularly for high-tech products like consumer devices, semiconductors, and AI-enabled systems.

As the 2025 US-UK trade deal reduces tariffs and fosters collaboration in cutting-edge technologies such as quantum computing and 6G telecommunications, now is the time for American OEMs to consider Alan Anderson Manufacturing as a strategic extension rather than a distant alternative.

One key benefit is seamless communication and cultural alignment. Sharing English as a native language eliminates translation barriers that plague partnerships in non-English-speaking regions. For consumer device manufacturers, this means original instructions, technical documents, and compliance materials require minimal adaptation, accelerating market entry.

The UK's straightforward retail networks and e-commerce hubs,

with major launches every year, simplify distribution compared to fragmented regional systems in the US or EU, making it easier for US firms to tap the £80 billion UK consumer electronics space.

Regulatory red tape is another area where UK manufacturers shine. Post-Brexit, the UK has streamlined processes for high-tech exports, with reduced bureaucracy for US-UK trade. For consumer products, manufacturing in the UK aligns with UKCA standards, which often mirror FCC or CPSC rules, easing dual-market compliance without the full weight of EU RoHS or GDPR hurdles. This contrasts with US EMS providers, where exporting to Europe involves additional certifications and logistics complexities. Logistics and sustainability further tilt the scales.

Producing in the UK shortens lead times for European distribution, cuts transportation costs, and lowers carbon emissions—critical for eco-conscious brands. Alan Anderson, with its 20,000 ft<sup>2</sup> facility, £3 million in advanced equipment (including Yamaha SMT lines and Koh Young 3D AOI) with additional £1.5 million planned over the next 18 months, and proactive supply chain management holding £5 million in semiconductor stock, exemplifies this efficiency.

The company offers real-time tracking, buffer stocks for 48-hour delivery, and fixed pricing for 12



to 24 months, mitigating volatility that US EMS might face from domestic tariffs or disruptions. Moreover, UK manufacturing enhances supply chain resilience. With greater oversight and transparency, companies avoid ethical risks associated with offshore production, while tax credits for innovation make it cost-competitive. For high-tech sectors, the UK's reputation for quality and R&D collaboration provides a gateway to European markets without the geopolitical tensions affecting Asia or even domestic US constraints.

In summary, while US EMS excels for local scalability, a UK partner diversifies risks, streamlines access to lucrative markets, and delivers tangible efficiencies. American firms ignoring this opportunity may find themselves outpaced in a transatlantic tech renaissance. Consider touring facilities like Alan Anderson's—every visitor becomes a convert for good reason.

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