



▾ CASE STUDY

Simplo Technology

Customer: Simplo Technology

Simplo Technology Co. Ltd (Simplo) is a world leader in the manufacture of Ni-Mh and Lithium ion battery packs for notebook computers. Simplo supplies major computer producers including such famous names as Dell, Hewlett-Packard and Acer, to name just a few.

Simplo has been a satisfied customer of Underwriters Laboratories® for more than 12 years.

Why Simplo chooses UL

- Market acceptance of the UL Mark, the preferred choice of many leading battery pack buyers
- UL's professionalism in product safety testing and engineering knowledge
- Localized services that help shorten turnaround time and speed up time to market
- Flexible and competitive global market access offerings that reduce the overall cost of worldwide conformity assessment

Background

Simplo, a Taiwan-based company, was established in 1992. Since its founding, Simplo has grown into a public listed company with a capital base exceeding NT\$2.2 billion (approx US\$66.67million) in 2008.

Simplo's primary products are Ni-Mh and Lithium ion battery packs, 95% of which are used in laptop computers. The

company plans to expand its range to produce batteries for handheld 3C (Computer, Communication & Consumer-electronics) type products such as Tablet PCs, cell phones and GPS (Global Positioning System) devices, as well as more

powerful battery packs designed for power tools, motorcycles and automobiles.

Accelerating Time to Market

Simplo and UL have been in a long-term partnership for over 12 years. Their latest project is the testing and certification of battery packs for notebook computers and handheld devices. Through UL's Global Market Access Services (GMA), Simplo is able to obtain UL, cUL, CB, GS and GOST-R marks with just one set of samples for testing.

"Products for the IT market are very diverse and usually have a short product life cycle. We need to continually develop new innovations within a very short period of time, and thus predictable certification time is crucial to our success," said Dr. Edward H. Chang, Vice President of Simplo.

Working with a single certification partner like UL, Simplo can not only manage its go-to-market schedules easily, but also saves substantial time through using UL's streamlined testing procedures. The company's staff members do not need to deal with different contacts for multiple market applications, as a single designated UL representative takes care of all their certification processes. This frees Simplo's staff to spend their time on more productive activities such as product and business development.

Cost Reduction by Strengthening Testing Capabilities

In 2002, with guidance from UL engineers, Simplo's laboratory received accreditation from UL and was found eligible to participate in the Witness Test Data Program (WTDP), the first level of UL's Data Acceptance Program. In 2007, Simplo's laboratory was upgraded to the second level of the program, the Client Test Data Program (CTDP).

Simplo's engineers can conduct product testing in compliance with UL 2054 and UL/IEC 60950 at their own laboratory, and submit their data to UL for certification decisions. UL periodically verifies the test data to determine ongoing compliance.

Simplo's laboratory is the first in Taiwan to gain UL accreditation, and they are working to expand their testing activities, such as running tests to IEC 62133. Simplo's strengthened testing capabilities can not only further shorten certification times, but also save on the costs of sample shipments to UL's laboratory and other testing expenses.

Furthermore, UL's GMA services help Simplo reduce the overall cost of conformity assessment, as duplicate sets of samples and repeated testing are no longer required.

Market Acceptance of UL

"Apart from saving time and cost on certification expenses, UL has given us a unique competitive edge that no other certification organization could offer," said Dr. Chang. "Not only it is an indispensable safety mark for the North American market, the UL Mark is also synonymous with world recognition of product safety assurance."

All top computer brands like Dell, Lenovo, Apple, Hewlett-Packard and Acer have chosen UL as their number one NRTL (Nationally Recognized Testing Laboratory) Mark for all imported battery packs in the North American market.

All-round Technical Support

Moreover, Simplo also appreciates UL's localized services that further simplify the certification process, as they can obtain technical support from UL Taiwan in a timely manner.

"UL's dedicated engineers in Taiwan, who speak our language, fully understand our business and are able to deliver product engineering advice as needed," said Dr. Chang.

"We are always furnished with UL's latest updates on safety standards and regulatory requirements. This enables us to answer our clients' technical questions quickly, and thus receive their great appreciation of our expertise," added Dr. Chang.

In addition, whenever Simplo receives any urgent request from a client, UL engineers always extend their whole-hearted support, assisting Simplo to solve any problems and satisfy their client's requirements promptly.

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