

Outlook

Glenair to the Rescue

We hosted some of our European sales-team members here at the factory this past month, and quite a few of their stories from the field centered around the important role we've been playing helping our customers solve their most challenging interconnect problems.

They talked about our ability to reverse engineer and quickly deliver components that have been obsoleted by other suppliers. How our no minimum order policy is helping harness shops with immediate requirements for short lengths of high-performance cable. How difficult plating compatibility issues are being solved with Tin-Zinc, our new cadmium-free replacement finish. How our many innovative and signature connectors are solving size, weight, and power issues in everything from satellites to downhole drilling equipment.

A major recurring theme in these anecdotes is how well the factory is performing when it comes to anticipating customer requirements even before orders are placed. I know this to be the case in all our facilities. Our factory teams have gotten extremely good at inventing, producing, and stocking — on our dime, I might add — the exact interconnect solutions our high-reliability customers need. Again, often before they even ask for it. I remember an old TV commercial for Alka-Seltzer. It showed somebody in distress from overeating, getting immediate help from the product. The ad featured a little jingle at the end with the tag-line, Alka-Seltzer to the rescue!

On a more serious level, that is exactly what we are doing at Glenair. We are coming to the rescue of our customers — time and time again — with the exact solutions they need. And we are doing it with outstanding product quality and velocity. From someone who started his interconnect-industry career carrying a bag, I can tell you personally how happy this aspect of the factory's performance is making every customer we have.

We spend a great deal of time at sales meetings reminding our team that much of the success we enjoy at Glenair is born out of our habit of listening to the folks who buy and use our products. Pretty simple concept, but man is it important. There is no better way to truly understand problems and opportunities, than by switching your mouth and your mind from broadcast to receive.

"Coming to the rescue" might sound a bit dramatic or even a bit corny. But a company that can do that is pure gold to its customers. And by the way, it is exactly this reputation we have worked so hard to earn at Glenair — the reputation of being the best in the industry when it comes to pulling out all the stops to help our customers solve a tough problem. Way to go team!

Chris Toomey

QwikConnect

GLENAIR • Volume 29 • Number 2

Publisher

Christopher J. Toomey

Managing Editor

Marcus Kaufman

Art Director/Editor

Mike Borgsdorf

Graphic Designer

George Ramirez

Editors

Meghan Taylor

Ryan O'Shea

Greg Wiegand

Technical Consultant

Jim Donaldson

Issue Contributors

Raul Galvan

Guido Hunziker

Hunter Loyd

Sam Peeling

Bryan Samowitz

Matt Shingleton

Distribution

Terry White

To subscribe or unsubscribe,

please contact Terry White:

twhite@glenair.com

QwikConnect is published quarterly by Glenair, Inc. and printed in the U.S.A. All rights reserved. © Copyright 2025 Glenair, Inc. A complete archive of past issues of QwikConnect is available on the Internet at www.glenair.com/qwikconnect

GLENAIR, INC.

1211 AIR WAY
GLENDALE, CA 91201-2497
TEL: 818-247-6000
FAX: 818-500-9912
E-MAIL: sales@glenair.com
www.glenair.com

