



FOR IMMEDIATE RELEASE

Contact: Peter J. Walker

Phone: (334) 687-6613

Email: Pete.Walker@johnsonoutdoors.com

Johnson Outdoors Installs Assure™ X-ray Component Counter from DAGE at its Humminbird Facility.

Eufaula, Alabama (July 7, 2020) — Johnson Outdoors, Inc., A fully integrated High Technology Manufacturing, Assembly, and shipping facility has recently installed the Nordson DAGE Assure™ x-ray component counter in their Humminbird Complex in Eufaula.

Humminbird maintains a state of the art manufacturing facility, with world class capabilities, focusing on Printed Circuit Board Manufacture and Assembly, Mechanical Assembly, and Supplier partnerships for critical assemblies and parts.

“Having an accurate and reliable component inventory management system as part of our SMD production enables us to quickly, and easily perform cycle counts and enables us to increase productivity, minimize component errors, and shortages” stated Peter J. Walker, Production Engineering Manager for Johnson Outdoors. “More critically, having the peace of mind that we get from minimizing stock, labor, and errors ensures confidence and trust for every job. Assure provides a smooth, reliable, and cost effective model for managing our component inventory”.



Inventory knowledge is essential for modern industry. Whether you are a SMT manufacturer, supplier or broker, live assurance of correct inventory in your MRP system at all times minimizes stock, labor, errors and costs ensuring customer confidence and trust. Keep your SMT lines running.

Assure™ is the fastest, simplest and most reliable way to implement live component inventory management into your organization. Intelligent, simple, fast, and trustworthy, Assure enables you to increase productivity and minimize component shortage downtime.

For more information about DAGE, visit www.nordsondage.com.

“We are adventurers and doers. We don’t just make amazing camping equipment, trolling motors, fishfinders, scuba gear, and watercraft, we also use them. Most of our employees, from board members to builders, are enthusiastic outdoorsmen and women who passionately pursue the get-out-there lifestyle that Johnson Outdoors has always inspired”.

###

Johnson Outdoors, Inc.

In the almost 50 years since our founding by American business legend [Sam Johnson](#), Johnson Outdoors has grown into an innovator of top-quality recreation products that inspire people to experience the awe of the great outdoors. We continue to employ the quintessential new product development approach Sam created. We take to heart his innovation-driven business philosophy: “New products, new geographies, and every few years a new brand or technology.” We share Sam’s passion for the outdoors and this commitment to serving employees, customers, the environment and the communities where we do business.

Introducing Nordson ELECTRONICS SOLUTIONS

Nordson ELECTRONICS SOLUTIONS offers its customers a robust product portfolio, including precision fluid dispensing, plasma surface treatment, selective soldering, and test and inspection capabilities. Comprised of eight complementary Nordson Corporation product brands – ASYMTEK, DAGE, DIMA, MARCH, MATRIX, SELECT, SONOSCAN and YESTECH – Nordson ELECTRONICS SOLUTIONS is uniquely positioned to serve its customers with best-in-class precision technologies, passionate sales and support teams, global reach, and unmatched consultative applications expertise.

About DAGE

Headquartered in Aylesbury, UK, [DAGE](#) manufactures and supports a complete range of award-winning digital X-ray inspection systems and bond test equipment for the printed circuit board assembly and semiconductor industries. For more information, visit www.nordsondage.com.

###