



about us.



SOUTH EAST ASIA

www.binder-connector.sg



Binder Connector South East Asia LLP

| | |
|--------------------|--------------------|
| Company location | Singapore |
| Year of foundation | 2013 |
| Storage space | 190 m ² |
| Office space | 38 m ² |



TOP Products

M12-A M16 RD24

A large number of renowned customers place their trust in binder South East Asia

FRIWO, Vietnam
Telcom Space, Korea

Medha Servo Drives, India

What makes binder South East Asia unique

Binder Connector South East Asia LLP, based in Singapore, has been one of nine subsidiaries of the binder group since 2013. Singapore's location is at the hub of South East Asia. binder South East Asia is characterised above all by flexibility, customer proximity and employees with many years of experience. With enthusiastic employees and a management that focuses on progress, we develop innovative products and solutions for you and reliably support you in the field of circular connectors.

In addition to the head office and warehouse in Singapore, we have business partners in India, Japan, Korea and ASEAN countries to have the products for our customers quickly and reliably at the right place at the right time. We strive to maintain proximity to markets and customers and to increase our customers' competitiveness and make them winners in the industry.



binder headquarters

Franz Binder GmbH & Co.
Elektrische Bauelemente KG

since 1960
Location Neckarsulm (Germany)
Production plant and sales

www.binder-connector.de



Who we are

binder, headquartered in Neckarsulm, Germany, is a family-owned company shaped by traditional values and one of the leading specialists for circular connectors. Since 1960, binder has been synonymous with the highest quality. The binder group includes the binder headquarters, nine sales offices, seven production sites, two system service providers as well as an innovation and technology center.

We work with further distribution partners on six continents and employ around 2,000 people worldwide. In addition to Germany, our sites are located in Austria, China, France, Hungary, the Netherlands, Singapore, Sweden, Switzerland, the UK, and the USA.

What we do

We produce a wide range of industrial connectors as well as mounting and cable connectors for automation technology. Our strengths lie in the individual development, design and automated manufacturing of connectors according to customer specifications.

Our product range extends from subminiature connectors to multi-pin machine connectors.

binder products are used in agricultural and construction machinery, signal equipment, machine tool construction, medical technology, measuring technology as well as sensor and automation technology.



What we stand for

As an owner-operated family company, we represent traditional values such as integrity, reliability and loyalty, and we attend to these with diligence.

Our motto is never to stop developing, to continue making courageous strategic decisions and never to forget our roots.

At binder, it isn't only facts and figures that count. Instead, our actions are governed by passion, commitment and a down-to-earth attitude.

Where we are headed

We work under the adage of uniting high product quality with a global market presence.

We aim to achieve a balance between international focus and tradition, as well as between local roots and a cosmopolitan outlook. Step by step, we seek to significantly raise our global prominence. In doing so, we want to set ourselves apart from the competition.

We want to use new, innovative products to increase the number of solutions we offer in the food processing industry, the areas of medical technology, transport engineering, as well as construction and agricultural machines.

Core competencies

Cable manufacturing, assembly and production technology

binder cable assemblies | Janossomorja, Hungary | since 1995
www.binder-cableassemblies.hu

Production of electronic assemblies and systems

binder electronic manufacturing services | Vohburg, Germany | since 1995
www.binder-ems.de

Electronics development and production of electronic assemblies

binder electronic solutions | Bad Rappenau, Vohburg, Fellbach, Germany | since 2020
www.binder-electronic-solutions.de

Surface finishing

binder galvanic surfaces | Pforzheim, Germany | since 2019
www.binder-galvanicsurfaces.de

Research and printed electronics

binder innovation and technology center | Bad Rappenau, Germany | since 2016
www.binder-itz.de

Production of electronic assemblies and systems

binder introbest | Fellbach, Germany | since 2017
www.binder-introbest.de

Turned parts

binder precision parts | Grenchen, Switzerland | since 1979
www.binder-precisionparts.ch

Customer-specific system solutions

binder solutions | Füssen, Germany | since 2013
www.binder-solutions.com

Diecast parts

macrocast | Samstagern, Switzerland | since 2010
www.macrocast.ch

Stamped and stamped bent parts

MPE-Garry | Füssen, Germany | since 1974
www.mpe-connector.de



Mission

binder strives to satisfy its customers by developing and providing the best customer-specific solutions for circular connectors in the automation, industrial and medical field.

Vision

binder aspires to be a market leader for customer-specific solutions in circular connectivity through our qualified and passionate employees as well as investments in product development and innovative technology.

Along the way of becoming a global brand, we want to act in a sustainable manner, make bold decisions, and never forget our roots.

Values

Down-to-earthness, integrity, quality, respect, responsibility, trust, appreciation and reliability.



Philosophy

- Employees** We maintain an open and honest communication with our employees. The well-being and satisfaction of our employees are the basis for the development of our company.
- Customers** For highest customer satisfaction, we rely on our strengths in individual development, design, and automated production of circular connectors on customer request. We have many customer relationships that hold on for decades, which confirms and motivates us in our daily activities.
- Product quality** To live up to our aspiration of developing and offering the best customer-specific solutions for circular connectors, we place great emphasis on outstanding product quality.
- Brand** binder is a brand. Our brand identity is bold, emotional, polarizing, and modern. This is how we give binder a face in the crowd.
- Talents** The junior staff, motivated individuals and team players trained in our own company, play a key role as they are specifically prepared for their future tasks. In order to retain our trainees and students in the long term, we rely on sustainable structures, fast communication and family values.
- Tradition** From a sole proprietorship founded in 1960, binder grew to one of the market leaders in the circular connector industry with around 2000 employees worldwide. We are proud of our company history, which was only made possible by the courage, diligence and entrepreneurial spirit of our company founder Franz Binder.
- Global Player** Our goal is to become a global player. A global player is a company that operates internationally, distinguishes itself by the quality of its products, is a market leader and at the same time stands for a unique identity. With our customer-specific products, smart innovations as well as our international focus, we want to shape the future as a specialist for circular connectors.
- Future** In addition to our traditional values, it is of central importance for us to make bold decisions, to dare to innovate and to continuously develop. To meet the changes in the fast-paced industry and the individual requests of our customers, we research innovative solutions in our own Innovation and Technology Center.
- Sustainability** In order to protect the environment, it is our corporate responsibility to ensure that resources are used sustainably. We pursue this motto throughout the entire product life cycle – from development to disposal.
- Family-run business** binder is a family-run business and will always remain a family-run business.

Sales offices

1. **Binder Connector (Nanjing) Co.,Ltd** | China | since 2001
www.binder-connector.cn
2. **Binder USA, LP** | USA | since 2005
www.binder-usa.com
3. **Binder France SARL** | France | since 2008
www.binder-connector.fr
4. **Binder UK Ltd.** | United Kingdom | since 2009
www.binder-connector.co.uk
5. **Binder Sweden KB** | Sweden | since 2011
www.binder-connector.se
6. **Binder Nederland B.V.** | Netherlands | since 2012
www.binder-connector.nl
7. **Binder Connector South East Asia LLP** | since 2013
South East Asia | www.binder-connector.sg
8. **Binder Austria GmbH** | Austria | since 2015
www.binder-connector.at
9. **Binder SWISS AG** | Switzerland | since 2020
www.binder-connector.ch



**Sectors
and
industries**



AUTOMATION



LIGHTING



ROBOTICS



ENERGY AND RENEWABLES



MEDICAL



HEAVY MACHINERY



SECURITY



TEST AND MEASUREMENT



FOOD AND BEVERAGE



SMART COMMUNICATION



TRANSPORTATION



”

Values such as trust, quality and integrity are irreplaceable for us.

As a traditional family business, binder also stands for down-to-earthness and reliability.

“



Markus Binder

CEO of the binder group



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