



# SERIOUS Interconnect Cable CAPABILITIES

ilitary, aerospace, and harsh-environment industrial interconnect applications require EWIS cabling of a caliber not generally found on consumer-grade applications such as desktop computers or automobiles. In fact, the typical interconnect cable assembly made for high performance applications—from fighter jets to dismounted soldier systems—has little in common with their more pedestrian cousins in the consumer product arena including better shielding from electromagnetic interference, higher levels of environmental sealing and superior all-around mechanical performance.

# Glenair: Where Connector Manufacturing Meets Cable Harness Assembly

If there is one thing we understand well at Glenair, it's how to build interconnect assemblies for high-reliability systems. In fact, when it comes to protecting both electrical and optical media from mechanical stress, corrosion damage, lightning strike, physical abuse, nuclear, biological or chemical contamination and more, there is no more experienced cable operation in the business than Glenair. In large part this is due to our extensive interconnect component design

and manufacturing capabilities combined with our many years of experience in military grade and harsh environmental commercial cable harness fabrication.

This issue of *QwikConnect* presents a comprehensive overview of the interconnect environments, materials and design regimens that go into building high-reliability cable and conduit assemblies that meet even the most stringent electrical, mechanical and environmental performance requirements. The montage below illustrates the many application environments where Glenair interconnect cable assemblies have proven their value and performance since 1956.



Lightweight, flexible, abrasion-resistant power and data cables for soldier C4ISR hubs



High-temperature tolerant reusable wire-protection conduit assembly for space launch applications



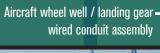
Flight-proven cable assemblies dating back to Commander Ed White's Golden Umbilical Cable, first American space walk, 1965



Towed-array subsea streamers and

overmolded cables







Multibranch overbraided Nomex® cable assemblies with overmolded connector junctions



High-speed fiber optic in-flight entertainment cable jumpers







Golden Umbilical on display Smithsonian Air and Space Museum



Corrosion-resistant wired conduit / composite junction box assembly for shipboard application



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# SERIOUS Interconnect Cable **CAPABILITIES**

#### **Environmental and Mechanical Stress Factors** that Impact Cable Design

Application environment and user mechanics define the stress factors a cable or harness must endure. "Build to print" specifications typically spell out cable assembly sealing levels, mechanical durability, shielding levels as well as preferred materials and design. Glenair's cable/ harness engineering team can also suggest design ideas, material types and fabrication processes that we know from experience best meet application needs in each specific environment. Careful attention to caustic chemicals and fuel types, UV exposure and mechanical

abrasion can significantly improve cable durability. Shielding material choices that resist windowing can improve electrical grounding throughout the life of the system. The judicious use of speciality fabrication processes, such as overmolding and the banding termination of shields, result in robust cable strain relief and reduced stress on wire junctions.

#### **High-Speed Performance Requirements**

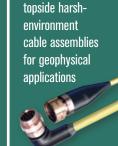
High-speed protocol specifications also dictate material and design decisions for wires, cables, connectors, shielding, and grounding. In specialty cable assemblies, such as RF, gigabit Ethernet and high-bandwidth fiber optics, these many unique requirements demonstrably impact harness design and construction including length, shielding layers, and bend moment. Glenair is well known as the goto supplier for assemblies of this type. Our complete control of component part manufacture also allows us to offer accelerated lead times, improved quality control, and advantageous pricing on a complete range of assemblies incorporating advanced EMI/RFI filter, lightweight shielding and impedance-control technologies.

Small form-factor snap-lock. trigger-release helmet assembly with MouseBud™ spring-contact

Soldier radio / C4ISR system power, voice, and data cables



 Soldier-to-armored vehicle power / data interface cables and flex assemblies with SuperSeal<sup>™</sup> field interconnects



Shallow water

submersible and







Harsh-environment, field-

deployable MIL-DTL-83526 type

MIL-DTL-83513 . Micro-D and MIL-DTL-32139 Nano missile telemetry cable assemblies





























Buffer interface connector-equipped missile pylon assembly



 Pure air interconnect assembly for infrared detectors and other cryogenic coolin



# PCB/FLEX Semblies



#### **Printed Circuit Board and Flex Circuit** interconnect Assemblies

Electrical wire interconnect designers are increasingly turning to small form-factor flex circuitry to replace board-to-I/O wiring. Glenair offers turnkey PCB/Flex interconnect design and assembly. PCB/ flex circuits offer unsurpassed size and weight reduction compared to cable bundles, especially in tight spaces with multi-branch routing. Flex circuitry offers outstanding mechanical performance, being able to withstand extreme vibration environments and capable of extended duty even through thousands of flexing cycles. Replacing complicated wire bundle assemblies with high-density flex assures faster, error-free assembly.

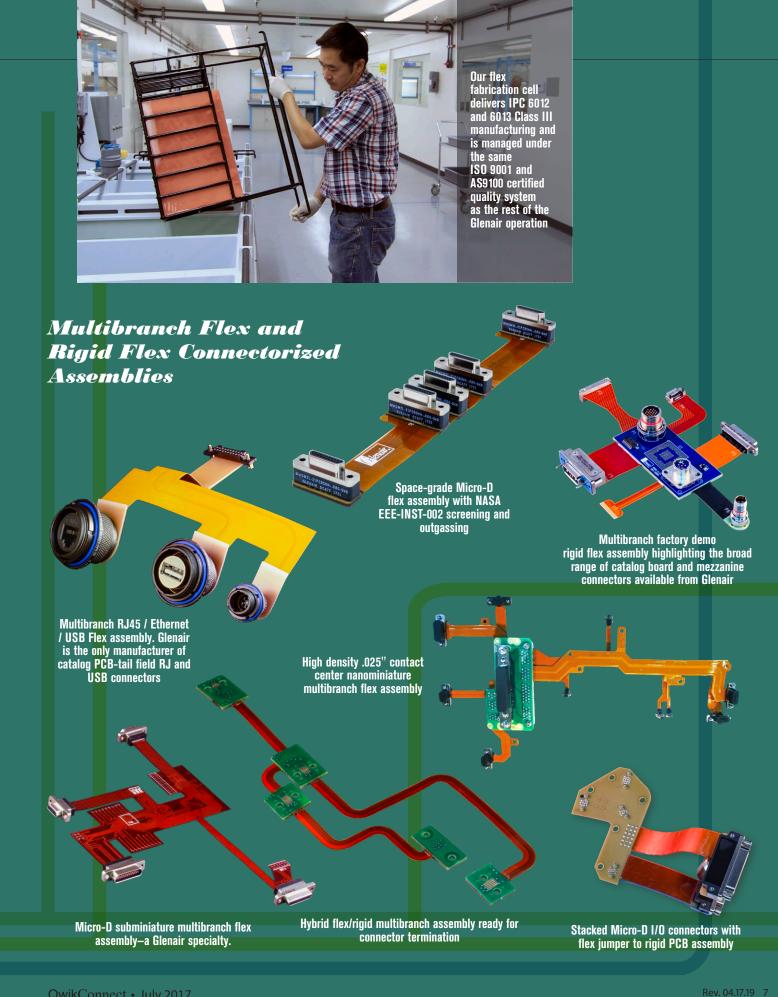
From concept drawings and fabrication data packages, to PCB/flex fabrication and assembly, we offer a complete solution. Termination to Glenairmanufactured printed circuit board connectors ensures high quality and technical performance to even the most challenging delivery requirements.

The ability to deliver connectorized flex and rigid flex assemblies is an important enabling technology contributing to our overall embedded subsystem electronics offering. We offer IPC Class III manufacturing for multiple panel sizes and panel thicknesses up to .5 inch. A broad variety of materials are available including Polyimide, FR-4, Rogers 4003, and Isola. Available surface finishes include ENIG, HASL, Ni/Au and more. Our PCB/ Flex Interconnect team offers:

- Circuit design and generation of PCB/Flex fabrication data packages
- Full component-level documentation
- Top-level assembly drawings and BOM management
- 200+ certified PCB and cable assemblers
- IPC-6012 Class I, II, III, types 1-4; ISO 9001, AS9100
- ESD management
- NADCAP certification for special processes
- Tests such as DWV/IR, continuity, and others.
- Overmolding with multiple materials, including Hysol for PCB terminations

#### Point-to-Point Connectorized Flex and Rigid Flex Jumpers





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# FIBER OPTIC





Glenair manufactures every mission-critical fiber optic interconnect system and can integrate these fiber optic connectors, termini, backshell

accessories, and cables into turnkey assembliesterminated, tested, and ready for immediate use. Examples shown below range from inside-the-box pigtail assemblies to harsh environmental fiber optic cables, junction boxes, and integrated assemblies.







Simple inside-the-box MIL-DTL-38999 type I/O connector to board



GFOCA I/O to board assembly with reinforcing



Environmental overmolded fiber optic cable assembly, MIL-DTL-38999 type with 29504/8 /9 QPL termini



Available cable reels and field-deployment technologies including man-packable units for both Glenair GFOCA and Eye-Beam® GMA fiber optic





High-speed video fiber optic switch and cable junction box

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### Fiber Optic Cable Assembly Application Checkli

| Application Specifications                      | □ 50/125 µm               |  |
|---|---------------------------|--|
| Vorking Environment                             | □ 62.5/125 µm             |  |
| ☐ Shipboard                                     | □ 100/140 µm              |  |
| Airframe / Avionics                             | □ Other                   |  |
| Field Communications                            | Test wavelength           |  |
| ☐ Space   | □ 850 nm                  |  |
| □<br>Missile Defense                            | □ 1300 nm                 |  |
| <b>□</b> Other                                  | Acceptable optica         |  |
| Cable Installation                              | insertion loss            |  |
|   | ☐ Less than .5 di         |  |
| Outdoor   | ☐ Less than 1.0 c         |  |
| Indoor  | Cable Harness Construct   |  |
| ☐ Internal-to-Equipment                         | Assembly Length Require   |  |
| emperature Requirements                         | ☐ Less than 10 Me         |  |
| perating:                                       | □ 10 to 150 Meter         |  |
| - <sup>0</sup> C= + <sup>0</sup> C=<br>Storage: | ☐ More than 150 N         |  |
| - <sup>0</sup> C= + <sup>0</sup> C=             |                           |  |
| ptical Fiber Requirements                       | Cable Type  ☐ Buffered    |  |
| Singlemode                                      |                           |  |
|   | ☐ Simplex☐ Distribution☐  |  |
| Number of fibers                                | ☐ Breakout                |  |
| Fiber Size                                      |                           |  |
| <b>]</b> 9/125 μm                               | Basic Harness/Assembly    |  |
| Other   | ☐ Open Wire Harne         |  |
| Test wavelength                                 | ☐ Repairable/Jacl         |  |
| <b>1</b> 310 nm                                 | □ Overmolded              |  |
| 1550 nm   | ☐ Metal/Fabric O          |  |
| Acceptable optical dB<br>Ensertion loss         | Alternative Wire Protecti |  |
|   | ☐ High Flexibilit         |  |
| Less than 1.0 dB                                | Convoluted Tubi           |  |
| Less than 1.5 dB                                | ☐ EMI/EMP Metal-(         |  |
| Acceptable optical return                       | Conduit  Molded Shrink B  |  |
| loss (backreflection)                           | ☐ Junction Box /          |  |
| Not applicable                                  | Level of Environmental P  |  |
| <b>]</b> dB                                     | □ Not Applicable          |  |
| <b>Multimode</b>                                | ☐ Moisture Resist         |  |
|   |                           |  |

| ist 📗 🍆  | Turnkey GFOCA fiber optic cable assembly |
|--|--|
| 50/125 μm  | □ Intense Atomic Radiation               |
| 52.5/125 μm  | Our siel Our sidewakiere                 |
| .00/140 µm   | Special Considerations                   |
| Other  | ☐ RoHS Compliant Materials               |
| st wavelength  | ☐ Extreme Temperature                    |
| 350 nm   | Tolerance                                |
| .300 nm  | ☐ UL94-VO Flammability                   |
| ceptable optical dB  | ☐ UV Resistance                          |
| sertion loss   | ☐ Field Repairability                    |
| dess than .5 dB  | ☐ Weight Reduction                       |
| le Harness Construction                                    | Connector Types                          |
| embly Length Requ <mark>ire</mark> ments                   | ☐ Jam Nut or ☐ Square                    |
| less than 10 Meters  | Flange or $\square$ Plug                 |
| .0 to 150 Met <mark>er</mark> s                            | □ Pin □ Skt                              |
| More than 150 Meters                                       | ☐ Genderless                             |
| le Type  | □ D38999 Series III Type                 |
| Buffered   | ☐ Glenair High Density                   |
| Simplex  |  |
| Distribution   | ☐ Series 80 Mighty Mouse                 |
| Breakout   | □ Eye-Beam™ □ GMA □ GLT                  |
| ic Harness/Assembly Description                            | ☐ Glenair Front Release                  |
| pen Wire Harness   | □ MIL-PRF-64266 (NGCON)                  |
| Repairable/Jacketed  | ☐ GFOCA                                  |
| vermolded  | ☐ MIL-PRF-28876                          |
| Metal/Fabric Overbraided                                   | ☐ Termini Part No                        |
| rnative Wire Prote <mark>cti</mark> on Medi <mark>a</mark> | Dust Cover: D Yes D N                    |
| ligh Flexibil <mark>it</mark> y                            |  |
| Convoluted Tubing  | For inside-the-box assemblies indicate   |
| MI/EMP Metal-Core  | B Connector type                         |
| Molded Shrink Boots  | □ ST Connector                           |
| Junction Box / Cable Bay                                   | ☐ FC Connector                           |

☐ SC Connector

☐ SMA Connector\_

☐ LC Connector\_

□ Other\_

vironmental Protection

☐ Full Water Immersion

☐ Caustic Fluid Resistance

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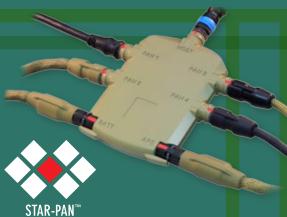
Number of fibers

Fiber Size

# GROUND SOLDIER

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Glenair STAR-PAN™ USB hub and power distribution interconnect systems are optimized with embedded power conditioning and charging electronics which allow the hub to utilize both primary battery power as well as scavenged power from direct current sources such as transport vehicles and alternative energy sources like kinetic and solar energy. Dedicated adapters and cabling for all charging functions as well as interconnect cabling for the broad range of soldier peripherals, radios, and computer EUDs are also supplied. Glenair STAR-PAN™ system cables utilize field-proven Mighty Mouse Series 804 connectors, and are optimized for durability, flexibility, and environmental sealing.



#### General-Purpose STAR-PAN<sup>™</sup> System Cables







Host USB-A Cable 808-079



C4 Micro USB EUD Host Cable 808-046



TacROVER-e Cable 808-043



Radio Adapter Cable 808-080



USB 2.0 Adapter Cable 808-053



DAGR GPS/Navigation Cable 808-040



TacROVER-p ISR Receiver Cable 808-045



PLRF-15C/25C Laser Range Finder Cable 808-049

#### STAR-PAN™ Radio Data / Power Cables and Adapters



Microlight Radio Data PRC-117G Radio Data Harris Radio Adapter



PRC-148 Radio Data Adapter 808-039 Adapter 808-032



PRC-152A Radio Data PRC-154 Rifleman Radio

### Small form-factor tactical soldier interconnect cable assemblies with Series 804 Mighty Mouse quick-disconnect connectors



Harsh Environment Overmolded



Overmolded breakout assembly featuring 100% Glenair content; a true turnkey solution



Multibranch cable assembly with Glenair Mighty Mouse, HiPer-D M24308 and customer-supplied power connector



Turnkey overmolded GPS cable assembly with integrated switch



Environmental cable with Glenair Series 804 Mighty Mouse, Series 79, and RF Coax terminations

#### Ultraflexible Fabric Overbraid



Non-environmental aircraft cable with integrated circuit breakout box and Mighty Mouse 804 push-pull connectors



Heads-up display (HUD) cable with custom Series 804 Aighty Mouse and low-profile cable routing



Military jet jumper cable with user-serviceable backshells and fabric overbraid for mechanical protection



Hybrid Mighty Mouse and Micro-D aircraft pilot helmet cable assembly

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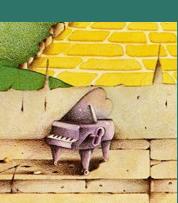
# **TOP 25 CLASSIC POP ALBUMS**

# Of All Time?

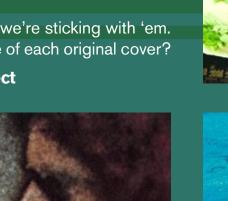
Hey, you can argue all you want... but these are our picks, and we're sticking with 'em. How many can you guess with just a postage stamp-sized piece of each original cover? Answers posted August 15th: www.glenair.com/qwikconnect

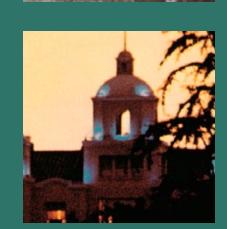










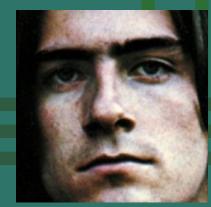




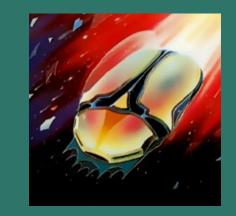




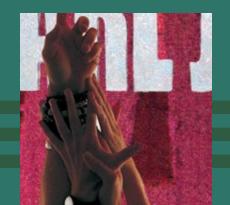
















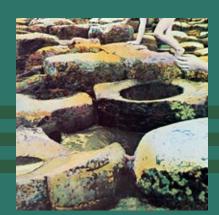










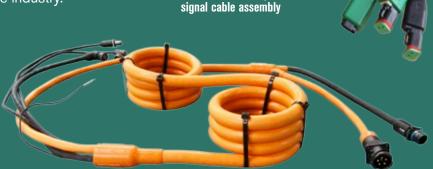


# **OVERMOLDED**

Terminated, tested, overmolded, and ready for use, Glenair environmental cable assemblies may be supplied with MIL-M-24041 materials as well as other molding materials including Viton®, Duralectric™, polyurethane, EPDM, Santoprene™, polyamide and more. Fast turnaround and quality fabrication in overmolded cable assemblies depends on capital investment in tooling and injection molding equipment. Glenair operates the largest and most well-equipped overmolding shop in the high-reliability cable industry.

#### **Advantages of Overmolding**

- Waterproof sealing
- Robust mechanical protection
- Permanent protection of terminations
- Resistance to chemicals and fuels
- No induced cold flow stress
- Electrical isolation and insulation
- Reduced damage from wear
- Flexible routing/cable entry
- Repeatable assembly performance

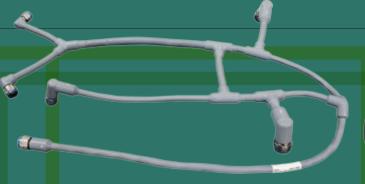


Color-coded overmolded power and

**Qwik**Connect

Overmolded TurboFlex<sup>™</sup> power and signal tank pylon assembly







☐ Missile Defense

□ Down Hole/Oil Patch

Overall Length

□ Dimensional Tolerance

**Electrical Wire Description:** 

Conductors

☐ Conductor Material/

□ Wire Gage(s) AWG

☐ Shielded Twisted Pair

**Basic Physical Description:** 

☐ Single-Ended

□ Double-Ended

□ Multi-Branch

□ Number of

☐ Insulation

Material\_\_\_\_

□ Wire Voltage

☐ Twisted Pair

☐ Coaxial

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Rating\_\_\_\_

☐ Industrial

□ Other



Hybrid abrasion-resistant overbraided cable assembly with overmolded cable junctions

### Overmolded Cable Assembly Application Checklist

#### Working Environment: ☐ Hybrid Optical/Electrical Style and Class of Connectors: ☐ Shipboard ☐ Multiple Conductor Cable □ Airframe/Avionics □ Other Signal ☐ Secure Communications **Optical Fiber Requirements:** ☐ C4ISR Soldier System □ Number of F/O ☐ Armored Vehicle ☐ Rail/Mass Transit ☐ Single-Mode Rectangular ☐ Space ☐ Multi-Mode

- Acceptable Optical dB Loss □ < 1.0 dB □ < 1.5 dB

#### **Environmental Requirements:**

- ☐ Full Water Immersion ☐ Chemical/NBC Resistant
- ☐ Advanced Corrosion
- Protection **□** IP67

#### **Overall EMI/RFI Shield Requirements:**

- ☐ Single Shield, Standard Coverage
- □ Double Shield, Maximum Coverage
- □ Other

#### **Protective Jacketing Material:**

- ☐ General Purpose Polyurethane
- □ Low-Smoke, Zero Hal Duralectric™
- ☐ Chemically Resistant
- ☐ High-Flexibility Neoprene
- □ Other

- ☐ MIL-STD Connector Series
- ☐ Industrial Power and
- ☐ Fiber Optic
- ☐ Ultraminiature Circular
- □ Ultraminiature
- ☐ Class of Mating Receptacle(s)\_\_\_\_

#### **High-Speed Serial Data Applications:**

- □ 10/100BASE-T
- □ 1000BASE-T
- □ USB 2.0
- ☐ IEEE 1394

#### **Special Considerations:**

- ☐ Space-Grade
- ☐ RoHS Compliant Materials
- ☐ Extreme Temperature
- ☐ UL94-VO Flammability
- □ UV Resistance
- ☐ Crush/Abrasion Resistance

#### **Identification Method:**

- ☐ Heat Shrink Band
- □ Nylon Band
- ☐ Hot Stamp
- □ Other

#### **Electrical Tests:**

- ☐ Hi-Pot VAC
- ☐ Insulation Resistance

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# MARINE/SUBSEA SSemblies

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High pressure, up to 10K psi open-face deep water connectors, complex cables, and PBOF assemblies

All connectors and assemblies fully tested and qualified in-house in Glenair's state-of-the-art hydrostatic test lab.



Glenair's hydrostatic test lab control room: modular consoles provide for up to 8 pressure circuits, operating in manual or automated mode. Each circuit is capable of a maximum of 16.5K psi.



SuperG55 series cables undergoing qualification testing



Glenair's hydrostatic test lab accommodates pressure testing of discrete connectors as well as large multibranch assemblies



SeaKing

#### Series 70 SeaKing™

10K PSI / 700 Bar / 7000m open-face or mated, dual O-ring equipped, high-density, high-voltage, fiber optic and hybrid electrical/optical subsea connectors.

SeaKing is an innovative new connector series that eliminates a broad range of mechanical design weaknesses found in many of today's high-pressure subsea connector families. From its double O-ring seals and retractable engaging nut, to its multi-keyed mating interface, the SeaKing represents a bold new approach to subsea power and signal connectivity.



Transparent overmold test sample shows Glenair's harsh-environment, high-pressure cable overmolding and termination expertise (no voids, 360° material adhesion and cosmetic perfection)



SeaKing™ PBOF hose attachment accessories feature adjustable hose routing/angle adjustment and 340° hose swivel action









overmolded high-pressure 10K psi sealed cable connector plug (CCP)



#### Series 22 Geo-Marine®

Geo-Marine® plugs are equipped with arctic coupling nuts—made from marine-grade naval bronze—with easy-to-grip castellated knurling and a powerful ratcheted anti-decoupling mechanism which guarantees reliable mating and demating performance in even the harshest environments. Supplied as discrete connectors—or more typically in build-to-print overmolded cable assemblies—the Series 22 Geo-Marine® has delivered reliable, proven performance in high-pressure subsea applications.





and durability.

product innovations designed to improve performance

# CONDUIT Assemblies

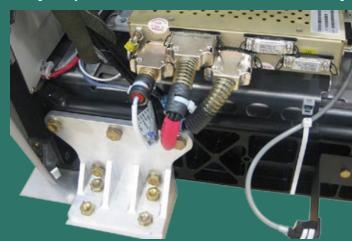
#### Turnkey Wired Conduit Interconnect Assemblies

Many of the conduit and convoluted tubing systems we fabricate at Glenair are assembled at our factory with tamper-proof crimp ring or solder terminations. User-assembled conduit components offer the convenience and flexibility of do-it-yourself field termination—especially valuable for prototyping of interconnect wire protection systems. But reduced size and weight factory terminated assemblies—from simple point-to-point to elaborate multibranch assemblies—offer the utmost in convenience, value, reliability and durability.

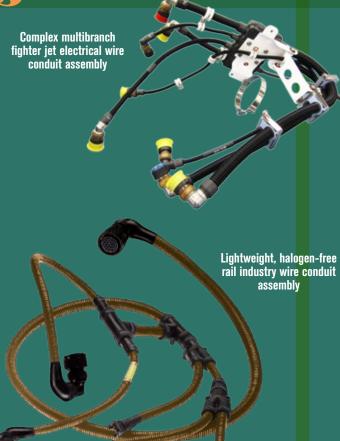
#### Labor-saving, ruggedized and lightweight

- Glenair can design, build, terminate—and even prewire—turnkey conduit wire routing solutions.
- Save space, weight, assembly time and labor cost.
- Certified factory assemblers and calibrated tooling for guaranteed performance.
- Simple point-to-point or complex multibranch.

Glenair's expertise in wired conduit systems extends from simple point-topoint jumpers to complex multibranch assemblies (right) as well as turnkey integrated systems and LRUs with flexible conduit interconnect cabling.







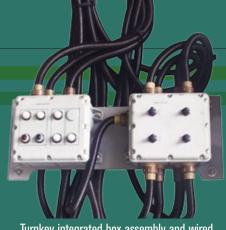
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Crush-resistant commercial aerospace metal-core



Multibranch demo assembly: left: stainless steel metal-core overbraided; middle: polymercore abrasion protection; and right: high-temperature, halogen-free PEEK



urnkey integrated box assembly and wired polymer-core interconnect system with NAVSEA-qualified Navy junction boxes



### Wired Conduit Assembly Application Checklist

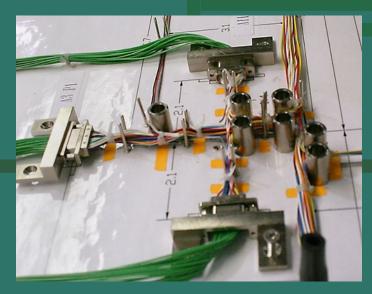
| Assembly Type   | Level of Electromagnetic Protection   | Storage:®C   |
|---|---|--|
| ☐ Metal core  | □ Not Applicable  | to +8C   |
| ☐ Polymer core  | □ db from MHz/GHz   | Mechanical Durability  |
| Working Environment   | to Mhz/GHz  | □ Not Applicable   |
| ☐ Shipboard   | ☐ TEMPEST   | ☐ Light Duty   |
| ☐ Aircraft  | ☐ Other; Required attenuation   | ☐ Medium Duty  |
| ☐ Secure Communications   | and frequency band:   | ☐ Heavy Duty   |
| ☐ Ground Support  | • •   | List the connectors used i   |
| ☐ Rail/Mass Transit   | Level of Environmental Protection   | this project:  |
| ☐ Space   |   |  |
| ☐ Missile Defense   | ☐ Not Applicable (indoors) ☐ Moisture Proof   |  |
| ☐ Telecommunications  |   |  |
| ☐ Armored Vehicle   | ☐ Splash Proof☐ Full Water Immersion  |  |
| □ Other   | ☐ Chemical/Caustic Fluid  |  |
| Assembly Length Requirements  Less than 10 Meters  10 to 150 Meters  More than 150 Meters  Special Requirements  Weight Reduction  Low Smoke/Zero Halogen  UL94-V0 Flammability  CBRN Resistance  Field Repairability | Resistance  Extreme Corrosion Resistance  Mechanical Requirements  Abrasion Resistance  Crush Resistance Approx Strength:  Flexibility Approx number of cycles: | List preferred jacketing, protective overbraiding or fabric sheathing materials such as neoprene, Dacron, AmberStrand®, ArmorLite™, and so on. |
| ☐ Size or Shape Restraints as Specified:  | ☐ Tensile Strength Max. lbs. of pull:   | Marking/Labeling Requirements  |
|   | Temperature Tolerance:  Operating: - **C  |  |
|   | Operating:6C  |  |

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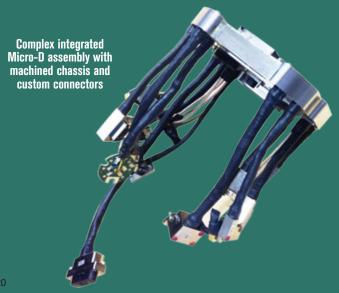
# RECTANGULAR SSEMIOLIES

Rectangular connectors deliver optimized interconnection of circuits with higher-density and less wasted space compared to circulars. Efficient use of space goes hand-in-hand with contact density to enable rectangular shaped connectors to better fit into reduced size and weight applications. Because of their overall shorter length, lower shell profile and the fact that rectangulars do not need as much adjacent space for manual mating and de-mating, they are typically the connector of choice for low profile devices such as backplane and blade-type applications.

Glenair manufactures the complete range of rectangular connectors and connectorized interconnect assemblies from Nano and Microminiature to larger form-factor M24308 D-Subs and filtered ARINC 400 / 600.



Precision tight-tolerance wiring board



## QwikConnect



Open-loom Micro-D wire harness for an industrial robotic application



Hybrid Nano circular, D-Sub, and RF overmolded cable assembly



High-speed / RF cable assembly with overmolded Series 79 1/0 connector and Mighty Mouse quick-disconnect cable connector



Back-to-back shielded Micro-D assembly

### HiPer-D, Micro-D, Nanominiature, and Series 79 Interconnect Assemblies: Factory-Terminated

Factory-Terminate and Ready for Immediate Use



# MICRO-D



nano miniature



Viton overmolded Micro-D to Mighty Mouse cable assembly with Series 77 Heat Shrink 3-1 transition



Repairable backshell-equipped Micro-D open loom cable assembly with MIL-DTL-28840 circulars for a US Navy application



EMI/RFI shielded multibranch Micro-D connector assembly with Glenair Series 23 SuperNine® panel mount I/O connector



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Glenair's Complex Cable Group (CCG) has delivered creative engineering, high-quality workmanship, fast response, and on-time delivery to countless mission-critical interconnect customers for over 60 years. The operation—from cable design through fabrication, test, and delivery—is fully integrated into Glenair's Glendale campus, ISO 9001 and AS9100 quality system, and high availability business model.



- High-speed production overmolding
- ► Commander Ed White's "Golden Umbilical," with space-grade radiation shielding



▲ Continuity testing standard on all cable circuits



 CCG manufacturing engineering team designs and builds custom jigs and fixtures





### If not, why not?

We like to keep things simple at Glenair. I was reminded of this the other day when an ISO quality auditor questioned me regarding customer satisfaction and quality. He was interested in how well we communicated our quality policy throughout our organization and whether or not we took adequate steps to *truly* evaluate customer satisfaction. My answer was that we use comprehensive PPM measurement instruments and are of course subject to intense scrutiny and feedback from our customers when it comes to on-time delivery, rejected parts and so on. Further, that we deliver important quality training on a regular basis and reiterate quality goals and objectives regularly in employee communications. Nailed it, right?

Some of you may know that our Glendale headquarters is located adjacent to The Disney Company's west coast Imagineering facility and that over the years we have had the occasion to interact closely with many of the people there. This question of measuring customer satisfaction—measuring it in a way that *truly* reveals how you are doing—reminds me of the unique approach followed by Walt Disney himself during the early years of Disneyland. Walt had a simple and effective way of determining customer satisfaction, as well as for determining where to focus his ongoing improvement efforts.

At the end of each day, a cheerful cast member with a clipboard would ask departing guests a few simple questions (I'm paraphrasing here, but the most important question in my mind went something like this):

 Do you intend to recommend a trip to Disneyland to your friends, neighbors, co-workers, and others—and if not, why not?

Walt believed a practical survey of this sort would provide all the information needed to determine whether or not they had a customer satisfaction problem. The "if not, why not" element of the question was of course critical. If the reasons were things like, "the lines were too long," or "the cast members were inattentive," or "the food was unappetizing," then *voila* he had a simple—and practical—road map for corrective action.

I think at times we all believe business must be more complex than that. That particularly in our industry, the range of questions and "if not, why not's" are more complicated than in Walt's day. But really, doesn't this one issue go straight to the heart of quality, performance, and customer satisfaction? In fact, what better way to gauge for yourself on an ongoing basis—no matter what your role is in the organization—whether your specific performance is meeting your customer's expectations? I can't say whether Walt's approach would have won any points with an ISO audit team. But I do hope it gives everyone on the Glenair team a glimpse into a powerful and effective way to truly measure customer satisfaction.





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