



Llywodraeth Cymru
Welsh Government

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Electronica Products Ltd

Electronica Products Ltd specialises in the design of electric motors and generators. It also supplies electronic parts to leading manufacturers in aviation and consumer electronics.



Launched privately in 1999, to initially provide electronic circuit boards, the Cardiff based company is now a leading developer of innovative products, including a new electric motor with electronic magnetic gearing (EMG) technology that has been patented in 25 countries. The company also produces a unique water cooled inverter called the 'SwimDrive' used primarily by manufacturers in the hot tub market.

One of the major changes made to Electronica's company philosophy was achieved in part, by financial support from the Welsh Government, which funded the introduction of a CAD software package in 2003 and enabled the company to start designing its own products.

Innovation and SMARTCymru funding also helped the company to increase operational efficiencies, and electromagnetic compatibility equipment was procured in order that testing could be performed in-house. This funding also covered IP protection costs involved in the EU Patent Application.

Electronica is now in discussion with a Welsh Government anchor company, also in Wales, to collaborate with the design and production of a range of electric motors and ancillary parts.

Director Nabeel Shirazee said: "The installation of CAD, magnetics and thermal software was the time that Electronica Products Ltd went from being a supplier to the electronics industry to a leading developer of new and exciting products. It was always my vision for the company to become involved in innovative and creative design, but this would not have been possible without Welsh Government support. We have built up a close relationship with our Innovation Specialist and this has led to many different ideas becoming reality."



To find out more about funding and support from the Welsh Government:

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innovation