



Company Presentation 2025



OUR HISTORY

About us

Founded in 1987, Cointer Electrónica S.L. is a testament to vision, perseverance, and adaptability. Born at a pivotal moment for the electronics industry, the company quickly recognized global opportunities and forged strong partnerships with emerging markets such as China, Turkey or Taiwan setting the foundation for lasting success.

In its early years, Cointer Electrónica focused on importing products from renowned brands including AKAI, THOMSON, FUNAI, and PHILIPS. These collaborations strengthened its market position and built a reputation for reliability and quality within the consumer electronics sector.

Under the leadership of its founder, Mr. Pedro Álvarez, the company evolved in line with market trends, diversifying its business lines and expanding its product and service range. Adaptability and innovation have been key to maintaining growth in an ever-changing global environment.

Throughout its history, Cointer Electrónica has faced challenges and achieved major milestones while staying true to its commitment to excellence, innovation, and continuous improvement—values that have positioned it as a benchmark in the electronics industry.



At the heart of our success lies a commitment to quality, efficiency, and innovation in TV assembly and logistics. With a dedicated team of over 40 skilled professionals, we ensure precision and reliability at every stage of production. Our strategic location near Algeciras (the Spanish biggest port) and connected to highways to important cities such as Madrid, Barcelona, Lisbon and Lion allows us to streamline transportation and optimize supply chain operations, ensuring timely delivery to clients in the south of Europe.

Our facilities include a 4,500 m² warehouse designed for high-volume storage and handling, complemented by 1,200 m² of office and technical service space equipped with advanced tools and technologies. This infrastructure enables us to manage large-

scale operations with flexibility and speed, adapting to the evolving demands of our partners.

Our in-house technical and after-sales department ensures fast, expert support. From diagnostics to maintenance, we deliver reliable solutions that extend product life and customer trust and gives us a unique win-win relation with the assembly department.

Combining experience, precision, skilled personnel and efficient organization, our TV assembly line is one of our key business areas that has allowed us to ensure a prominent position in the Iberian Peninsula and establish profitable partnership collaborations, delivering high-quality products at scale



About our assembly line

Our proprietary TV assembly line stands as one of our company's core strengths. Operated by a dedicated team of 20 highly trained and skilled professionals, it combines precision, efficiency, and adaptability to deliver outstanding results. Every unit produced reflects our commitment to quality, innovation, and reliability.

We develop comprehensive production plans that define roles, workflows, responsibilities, and delivery schedules in detail. Each plan is tailored by the factory combined with us to ensure seamless coordination and full alignment with our clients' requirements and project timelines.

This integrated approach brings together our quality, technical, production, logistics, management, and sales departments, working in harmony to guarantee operational excellence across every stage—from planning and assembly to testing and final delivery.

We operate under a comprehensive protocol that promotes consistency, minimizes downtime, and provides rapid, effective responses to unforeseen challenges. This proactive system enables our teams to adapt quickly to unexpected circumstances while maintaining the highest standards of performance and customer satisfaction.

Our quality procedures

Quality is at the center of everything we do. Our quality control process is designed to ensure that every television leaving our facilities meets the highest standards of performance, reliability, and user experience. We keep consistency through systematic evaluation and continuous improvement.

For each production batch, sample units are selected for full testing under a rigorous protocol. These units undergo deep software diagnostics, functionality assessments, and endurance tests to verify system stability and performance. Any potential issue is identified and solved before the product hits the market.

In addition, every assembled TV is subjected to an individual quality inspection. This includes panel review, electrical operation checks, remote control system testing, sound verification, assembly consistency evaluation, and user operation validation to ensure flawless performance.

Our quality team works closely with the production and technical departments to document results, analyze trends, and apply corrective measures when needed. This collaborative, detail-oriented approach guarantees that our televisions consistently deliver superior quality and reliability to our customers worldwide.

This in house inspection control document is shared with the factories after the production and record for futures analysis if it is needed. If the controls don not pass the quality control process for some reason a rework of the whole batch will be done before any delivery.

Our Strengths at a Glance

Manufacturing for Leading Brands: We produce televisions for top brands under OEM/ODM agreements, meeting strict quality and performance standards. Our extensive experience helps us optimize workflows and boost operational efficiency. We maintain high daily output, enabling fast fulfillment of large orders, even during peak periods.

Flexibility to Meet Different Designs and Specifications: We support various models, sizes, and software technologies to meet diverse client needs. Our operations are built on experience, innovation, and efficiency. With more than 12 years of expertise in panel importation, our Import Department

ensures a reliable and consistent supply of high-quality components from trusted global partners. This foundation enables us to maintain production continuity and meet the most demanding requirements.

We continuously invest in equipment improvement and technological development, adapting machinery to enhance productivity and optimize workflow. This commitment to innovation increases production rates, improves precision and ensures consistency.

Our 4,500 m² warehouse is designed to handle large volumes with maximum efficiency. Equipped with four-layer and

five-layer shelving systems, it provides storage for up to 4,300 pallets, ensuring organized inventory management while supporting production needs.

All production-related elements are monitored and controlled through our ERP software, allowing full traceability and real-time visibility of operations. This integrated system enhances coordination between departments, improves decision-making, and ensures every product moves seamlessly from component to final delivery.

Our quality standard



We constantly pursue top quality in every action and every initiative we take part in. Every process, from production to service, is guided by a culture of precision, continuous improvement, and responsibility toward our workers, clients, and partners.

Our commitment is reinforced by our ISO 9001, ISO 14001, and ISO 45001 certifications, which are proof of our highest standards in quality management, environmental performance, and occupational safety—reflecting our dedication to sustainable growth and operational excellence.

This philosophy has been the foundation of the profitable projects we have participated in throughout our successful history.



Contact info

Address:

COINTER ELECTRÓNICA S.L.
c/ Torre de los Herberos 15
41703 Dos Hermanas (Sevilla)

Phone:

(+34) 954 182 404

E-mail:

info@cointer.com

Website:

www.cointer.com

