

Miratron Case Study



Quick and Custom Wins the Race

“When someone in the field needs a custom radio remote control to solve a problem, they need it now.”

- Rod Seely,
President at Miratron

Since 2001, Miratron Inc. has provided custom remote-control solutions for a wide array of industries in the United States and Canada. Built on its reputation for delivering quality in a hurry, Miratron is a premier provider of radio remote controls for industrial, agricultural, and transportation applications.

“This is a competitive space that constantly demands customization,” said Rod Seely, president at Miratron. “Each field application requires a unique solution. We can’t just take a unit built for crop harvesting and send it to a zoo as a controller for the door to the elephant pen.”

To date, Miratron has produced over three thousand custom remote controls. Almost every new system features customized components and programming, often built with an aggressive deadline. “When someone in the field needs a custom radio remote control to solve a problem, they need it now,” said Seely.



Miratron provides radio remote controllers for advanced robotics and extreme vehicles manufactured by [Howe and Howe Technologies](#), maker of the Ripsaw™ EV2.

Rapid Response Is a Team Effort

Though Miratron controllers serve many uses—everything from operating the [SpaceX](#) launch pad to making it safer to use a wood chipper—the company’s just-in-time production process does not vary a great deal from project to project.

“Custom projects demand custom PCBs,” said Seely. “We always need high-quality PCBs; we don’t always need a thousand of them at a time.”

Originally, this presented a challenge for Miratron. With speed a priority and high-volume orders often cost prohibitive, inexpensive offshore PCB manufacturers were not viable, so the production team relied on tenuous workarounds.

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- Rod Seely

“We were struggling to find domestic manufacturers who could rapidly and affordably produce a small volume of quality PCBs,” said Seely.

Enter Sunstone Circuits®.

“One of our engineers discovered Sunstone’s online service, and we immediately recognized a game changer,” said Seely. “Their commitment to rapid response, white glove customer support, and high-quality products fits our business model like a glove.”

Fifteen years and 695 orders later, Sunstone remains a critical part of Miratron’s competitive advantage. “Our brand is quick and custom,” said Seely. “When one of our customers puts us to the test, there are a lot of things for our production team to worry about. Getting quality PCBs is not one of them.”

Quick Turn Needs a PCB Designed for Manufacture

“Whenever I’m asked if there are any PCB designers on our team, I tell them there are now,” said Seely.

With custom projects comes iteration. “Despite our best efforts, a system might not work right the first time, so we have to tweak the design and order more PCBs,” said Seely. With Sunstone’s [PCBExpress®](#) turning out boards in as little as twenty-four hours, faster design iterations translates into a smoother production.

“Work with Sunstone long enough and their team will sooner or later train you on how to better design for manufacturing,” said Seely. “That’s saved us a lot of time and money after almost seven hundred custom projects.”

Full-Service Support Fuels Long-Term Growth

“Whether we need a few boards fast or lot of boards by a certain date, Sunstone has us covered”

- Rod Seely

“Our business model has us partnering with dealers all over North America,” said Seely. “We earn their loyalty by solving problems for their customer base.”

Each success breeds new challenges. “Whenever we successfully resolve a tough issue for a dealer, we can expect the next one they bring us to be even tougher,” said Seely. As Miratron has grown and diversified, Sunstone’s full suite of prototype and production services supports all of its needs.

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And though the custom projects are what put Miratron on the map, not all of them are one and done. “Some of our custom systems turn into something we produce on a regular basis,” said Seely. For repeat orders, Seely values automation. “I like it when I can get the PCBs I need without having to get on the phone,” said Seely.

When a personal touch is required, Sunstone’s support team is always available. “In one case, we were having difficulty resolving solderability issues,” said Seely. “Sunstone sent a team to our facility. We met and showed them what was wrong, and they helped us fix the problem.”

Variables and unpredictability come with the territory at Miratron. By providing dependable solutions, dealers and end users are loyal to the brand. Sunstone plays a vital role.

“If I was asked why we’ve partnered with Sunstone for so long, I’d say it’s because they’re reliable,” said Seely. “We know they have our backs.”