

# Channel Talk

## FROM LAIRD PERFORMANCE MATERIALS

December 2019

## SERVING YOU

With thanks to you, our partners, Laird is concluding a solid year of growth, innovation and continued customer satisfaction. You have teamed with us at every step to build momentum and craft new and robust ways to help enable and protect high-performance electronics. When you succeed, we do. Should you need help, feel free to call or write us. And be sure to explore our variety of new tools to help you grow your sales faster now and throughout 2020. Channel Talk is our bi-monthly outreach dedicated to your success!

### STUDY OUR ABSORBER SELECTION GUIDE

Now available from the RF/Microwave absorber team at Laird is a [selection guide](#) enabling you and your customers to match absorber products to issues they resolve. Chart matchings feature Laird Eccosorb® dampening resonance solutions in enclosed space applications, Eccosorb free space solutions to reduce reflections from surfaces, Eccosorb near field, noise suppression, board level solutions and Laird Eccostock® low loss dielectrics, which are some of the highest rated on the market. Reference use cases align EMI challenges within markets to a recommended absorber. Review our [selection guide](#) today.



### CUSTOMIZE YOUR LINE PRESENTATION

We recently updated and upgraded an array of slide presentations featuring the full product line. Contact us to obtain any slide program, then customize it to your needs. They are ideal for delivering to both established and newer decision makers. Take 10 minutes to offer a concise look at solutions to a specific design challenge. Or take a broader look. For more, contact your [REGION](#).

### ERA SPONSORSHIP TO SHOWCASE LAIRD



Join us in Austin, Texas, February 22-25, 2020, as Laird's performance materials organization showcases its diamond-level sponsorship of the 2020 ERA Conference. The theme is "Takin' it to the Streets - Succeeding in a Dynamic Market." For 85 years, ERA and its 22 chapters have promoted and protected the electronic industry sales channel. ERA gives a voice to sales representatives, distributors and manufacturers who partner with the organization. Many Laird channel partners are ERA members. Watch for details and news updates.

### POWER INDUCTORS PRODUCE PROFITS

Traditional drum core series inductors are no match for Laird [TYS Series 2520](#), part of our line of SMD power inductors and known for their high inductance and current rating. The TYS Series is designed mainly for DC to DC power conversion. Applications include portable electronic products such as digital cameras, LCD TV, gaming consoles, tablets, notebooks, servers, printers and GPS systems. Custom versions can be requested for automotive grade applications. See our [TYS Series 2520](#) and review your SMD power inductor opportunities today.

### TAPES OFFER SUPERIOR SHIELDING

You are delivering excellent answers for shielding when you introduce Laird's single-sided [81729 Conductive Fabric Tape](#) to customers challenged by stray EMI. Our tape is ultra-thin and offers exceptional conformability and conductivity for dynamic flex applications. It is constructed of nickel/copper metallized fabric with a conductive PSA. This tape provides outstanding shielding performance while offering superior abrasion and corrosion resistance. Our [81729](#) is a halogen-free product and can be supplied in tape rolls or further customized to an application by die-cutting or hole punching.

### THERMAL PRODUCTS OVERVIEW BOOKLET

To aid your 2020 prospect targeting, be sure to download our eight-page thermal interface solutions [brochure](#) produced earlier this year. In it are quick overviews of each thermal management product group, a recap of common applications and numerous descriptive illustrations depicting the performance excellence of our entire thermal product line. The [brochure](#) concludes with a gap filler comparison table. Each Laird product and its performance values are illustrated. Good 2020 selling!

