

# Channel Talk

FROM LAIRD PERFORMANCE MATERIALS

February 2020

## SERVING YOU

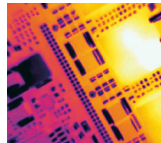
Laird has made a fast start to 2020. The momentum continues to build. We are working more closely with many of you in a variety of areas including new products and new ideas. Your performance materials partners are committed to support your team so that together we can enable and protect high-performance products. Read what we have been doing to help you grow your sales faster. Channel Talk is our bi-monthly outreach dedicated to your success!

### SOFT ABSORBER SOLVES STACK UP ISSUES

Laird's launch of **Softzorb MCS** underscores our leadership in delivering high EMI absorption in compact, tight tolerance stack up applications. Designed for the 800 MHz to 18 GHz range, **Softzorb MCS** is a softer version of Eccosorb MCS and offers lower deflection. Use it in cavities whenever a lid may potentially contact and compress the absorber, causing possible damage to other components. In addition, **Softzorb MCS** more thoroughly fills the cavity, thus limiting leakage. Learn more about **Softzorb MCS**.



### RE-VISIT OUR THERMAL MANAGEMENT WHITE PAPER



Do you have new sales personnel? Can they quickly share the benefits of quality thermal interface materials (TIMs)? Could they simply need a refresher? Re-visit our popular **white paper** on

"*Thermal Management 101*" - then pass it along. With R&D breakthroughs in TIM technologies a constant, Laird believes this **white paper** offers introductory material every sales team needs.

### SHAREPOINT SITE OFFERS USEFUL DATA

Laird seeks to provide you with product information using numerous communication channels. One of our newest is a Sharepoint site with full distributor access. New content add-ons to this site are ongoing. The site has downloadable content such as technical datasheets, application notes, new product press releases and photographs, product brochures, booklets and catalogs, case studies, white papers and videos. While our Sharepoint site is not a complete repository, at your fingertips is a variety of regularly-updated selling tools. **Ask Matt** or **David** to give you access to this Sharepoint site.



### OUR GROWING INDUSTRY INVOLVEMENT

This year Laird Performance Materials is launching renewed efforts to support electronic industry groups - and help you more. Our upcoming sponsorships of the ERA Conference (February 25-27) and the EDS Leadership Summit (May 11-15) help boost awareness of products you sell. For example, last year's involvement with EDS led to Laird's **Tflex HD8000** gap filler **product news coverage** benefiting you. Look for us at ERA and EDS.



### LAIRD GETS IN FRONT OF BUYERS



We invite you to attend our 2020 industry trade shows. Each has a single mission: help you grow by building greater awareness of Laird's complete line of

electronic protection solutions. Our experts and products will be featured at events across the United States. Later this year, China and Germany will become destinations. Make plans using 2020's **trade show calendar**.

### NEW LINE OF DEFENSE FOR DEFENDERS

Introduced by Laird R&F Products is a line of microwave absorbers, elastomers, and thermal insulators featuring the advantages of **fluorosilicone**. Targeting military and aerospace industries, these



products can withstand extremely high temperatures and exposure to jet and missile fuel. Our **fluorosilicone** product line has been tested to withstand exposure to JP8 and JP10 fuels, oils, and de-icing fluids. Discover the advantages of **fluorosilicone** and learn of more answers for military and aerospace design engineers **here**.

