

Channel Talk

FROM LAIRD PERFORMANCE MATERIALS

June 2020

SERVING YOU

We commend your countless efforts during the pandemic in serving your customers with speed, accuracy, and reliability. Examples of great teamwork abound. There's a spirited, genuine "let us get it done" attitude throughout Laird's channel partner network. When you offer ideas to Laird, we listen. We strive to act. When you report something is unsatisfactory, we seek to respond promptly and with answers. When you succeed, we do too. Should you need help, feel free to call or write us. And be sure to review these new products and promotional tools to help you grow your sales faster. Channel Talk is our bi-monthly outreach dedicated to your success!

POWERHOUSE EMI/EMC SALES AID

See our new 20-page digital [booklet](#), then share the benefits of Laird™ Steward's™ broad lineup of ferrite cores, EMI noise filtering and wireless power transmitting components. They mitigate EMI in signal interfaces, clock and power lines. The [booklet](#) is an easy-to-read reference guide to help your customers preserve signal integrity by removing or filtering noise from components such as microprocessors and System-on-Chip (SoC) couplings from DC power lines. Review it now.



LOWER PROFILE, VERY LOW DCR INDUCTORS

Lower profile, high current SMT [TYA Series](#) power inductors benefit consumer electronics, industrial and telecom designs by boosting performance, reliability and power efficiency. Featuring magnetic shielding and wire wound construction, these Laird™ Steward™ [inductors](#) offer extremely low DCR with greater efficiency, enabling a large current in a small size. Reliable operating temperature performance ranges from -40 C to 125 C including self-heating rise in temperature.



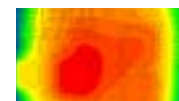
WEBINARS SERVE CUSTOMER NEEDS

Laird's twice-per-month [webinar series](#) through September is off to a strong start. Our next customer/prospect webinar is June 24 on "EMC Solutions Overview." Please attend online "previews" held one week before each customer/prospect broadcast. Ten webinars are on tap. See our prior recordings of [Shielding the Warfighter](#) and [Global Capabilities-Local Talent](#). When face-to-face meetings are scarce, count on our [webinar series](#) to address customer pain points. It offers Laird solutions from each product family.



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HOW 5G TECHNOLOGIES CAN KEEP THEIR COOL



Laird Director of Technology Jason Strader, part of an industry roundup article in [5G Technology World](#) magazine, advises readers to always take a systems-level approach to heat transfer and EMI issues, noting "one can affect the other." He adds: "You'll need a thermal interface material to bridge the hotter ICs to cooling components. But heat-dissipating components can themselves cause EMI problems if located too close to the antenna. You may need a TIM that both conducts heat and absorbs RF energy." Read then circulate the full [article](#).

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SOFT GASKET SOLUTION FOR HIGH TEMPERATURE APPS

Our new fabric-over-foam [EcoTemp Series 619 gasket](#) withstands temperatures up to 125 C and has a soft silicone foam core with a low compression force that suppresses EMI without damaging sensitive components. Ideal for use with sensitive and tightly-packed components across automotive, consumer electronics, medical equipment, telecom and datacom, the [Series 619](#) gaskets provide valuable designer flexibility.



INNOVATIONS GUARD ABSORBERS FROM MOISTURE, HEAT

New from Laird R&F Products are methods to protect foam absorbers from moisture and heat, enabling their outdoor use in military and other applications. Unprotected absorbers may fail due to prolonged exposure to heat, humidity or water. Foam absorbers also can flake and emit dust that damages electronic circuits. Using spray-on protective [coatings](#), fabric coatings, or rigid closed-cell foam injections, our custom protection [solutions](#) allow use of foam absorbers in more applications - whether it's reducing signal interference on an outdoor test range or shielding the outside of a ship from radar detection. Read more about Laird protection in [Military & Aerospace Electronics](#).

