



Channel Talk

FROM LAIRD PERFORMANCE MATERIALS

October 2020

SERVING YOU

We are in the home stretch of a challenging year. Careful attention to details, resourcefulness, ingenuity and sheer hard work will pay dividends into 2021 and beyond. Laird distributors have new strategies in place to speed new sales. Collaborating with partners like us, we can help you meet your goals. While no one knows the future, we're certain you'll address obstacles with collective passion, perseverance and pride. To help, we urge you to read Channel Talk. Be sure to forward the links we've provided here.

Channel Talk is Laird's bi-monthly outreach dedicated to your success!

THE NEW LAIRD.COM: TAKE OUR VIDEO TOUR

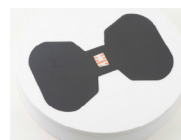
The new laird.com answers your needs like no medium before. Our new site enables easy navigation of our complete catalog. Users can filter products by key product attributes.

Try our "Product Finder" filtered search, our "Buy Now" feature, our "Auto-Complete Search" comparing searches to details in the product catalog, and our "Product Hierarchy" page with a complete list of Laird products. Your customers can check details on distributor inventories using Octopart. Watch this short [video](#) to learn more. Encourage customers and prospects to visit us too!



TEX HEAT FABRIC DELIVERS WARMTH, COMFORT

Laird now offers a lightweight, flexible, durable heating element for smart garments and medical devices. [Tex Heat](#) is selectively plated conductive fabric delivering even heating across surfaces. It adds comfort on wearable devices. Laird has created pattern and circuit directly onto the fabric. Pure silver metallization ensures reliably high electrical performance on both sides of the fabric in combination with robust mechanical and wear resistance. Two types are offered: a woven parachute ripstop type and a stretchable knitted version for mechanically stressed use cases. Learn more today.



SEE OUR CORROSION-RESISTANT ABSORBER LINE

Get reliable, tailored EMI protection at low and high frequencies and in the standard communications band with new [corrosion-resistant absorbers](#). Corrosion is a common problem with standard magnetic absorbers. Military and aerospace design engineers can mitigate EMI and enhance the survivability of military vehicles such as ships and aircraft.

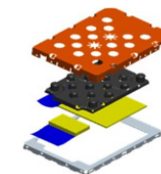
Laird experts used novel alloys of magnetic metals and changed the size, shape and magnetic properties of particles by adjusting processing conditions. The new line features products in the under 500 MHz range, the 0.8 to 2.0 GHz range and the 1-20 GHz range.



COOLSHIELD R SOLVES TWO PROBLEMS AT ONCE

Coolshield R, Laird's new EMI shielding/thermal gap filler system, marries thermal products into board level shielding covers, enabling both EMI protection and heat transmission for ICs on electronic devices.

Your customers are offered exceptional flexibility. Shielding covers can be low-height stamped metal, a deep draw cover or even a die casting part. As the one-design, integrated and companion heat transfer solution, the [Coolshield R](#)



thermal product can be a thermal pad, grease, gel or phase change material. Silicone-free thermal materials are available. Our unique automation technologies can ensure a cost-effective assembly, delivering a final solution for a wide range of applications.

WEBINARS: WATCH OUR RECENT 10-PART SERIES

We welcomed hundreds to Laird's summer webinar series on thermal, EMC, or structural issues. Presenters addressed their topics from the customer's perspective. Recordings of all 10 events are available both on laird.com and on [YouTube](https://www.youtube.com). Recent presentations included [Absorbers: Future Trends](#), [Selecting the Right Solution for Stray EMI](#), [Single Design, Multiple Solutions](#), and [Thermal Interface Materials Needs for Large, High Power Packages](#). You and your contacts are encouraged to review each!

