

Channel Talk

FROM LAIRD PERFORMANCE MATERIALS

March 2021

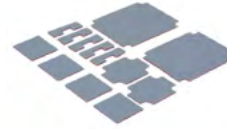
SERVING YOU

Laird has moved swiftly and strategically to ensure this becomes one of our most significant years for game-changing product introductions. Our aim is furnishing a growing array of new and top-performing offerings. This year's additions are the result of countless hours of R&D effort, consultations with you and sheer hard work. After an extraordinary 2020 and as we enter a "new normal," both you and Laird know what is required to help customers succeed. Still greater innovation and collaboration is the key. To help you look ahead, we urge you to read Channel Talk. Forward the links we have provided.

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

SOFT, NON-SILICONE GAP FILLER

Laird's newest entry is Tflex™ **SF10 Series**, a silicone-free gap filler delivering significant 10 W/mk thermal conductivity. High deflection at lower pressures enables this product to exert minimal pressure on boards and delicate components. SF10 is ideal for use in the automotive sector, in routers, hard disk and solid-state drives, wireless products, drones, satellites, and gaming systems. SF10 is both soft and a material producing no oil bleed in testing. It is available in thicknesses ranging from 0.50mm (0.020") to 4.0mm (0.160"), in standard sheet sizes of 18"x18", 9"x9" or custom converted die cut parts. See our [SF10 Series video](#).



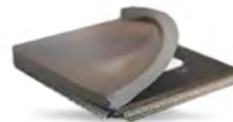
LIGHTWEIGHT, CORROSION- RESISTANT ABSORBER

Our new and lightweight Eccosorb® **RF-LW Series** makes available the industry's highest level of attenuation for cavity resonance problems or surface current attenuation. It has higher permeability and permittivity over standard magnetic fillers. The particles are inherently corrosion-resistant and pass the STM B117 salt fog requirements. RF-LW delivers significant weight and thickness savings over traditional magnetic fillers below 4 GHz. Where high attenuation is critical and weight and moisture are factors, RF-LW absorbers are the answer. Eccosorb **RF-LW** is available in single band and multi-band designs. Learn more now at +1 (760) 916-9410.



SILICONE-FREE TWO-IN-ONE SOLUTION

Also newly launched is Laird's [CoolZorb-Ultra Series](#), a high performance, silicone free hybrid absorber/thermal management material. Ultra-high thermal conductivity of 11.5 W/mk addresses industry trends toward rapidly increasing IC power. CoolZorb-Ultra also offers good suppression of unwanted energy coupling, resonances,



or surface currents to lessen EMI issues over a wide range of frequencies, particularly above 60GHz. [CoolZorb-Ultra](#) is an environmentally friendly solution meeting regulatory requirements including RoHS, REACH, and UL94V0 requirements.

MARCH 23 FAE ROUNDTABLE

Hundreds attended our first Field Application Engineer Resolution Roundtable late last month. For this online event, we assembled four experts. They shared technical case studies and personal insights from the field. Real-world examples were taken straight from their own experiences helping customers. In the roundtable, each FAE first identified a single or combined issue facing a design engineering team. They assessed the obstacles, shared customer concerns, and explained options, then detailed the corrective steps which ultimately resolved the problem. Lively team dialogue followed. Our second FAE Resolution Roundtable discussing three additional assignments will be March 23. Customers, prospects, and distributors globally are invited. Watch for your invitation!



SALUTING CONVERTER EXCELLENCE

Starting this year, Laird is recognizing those select North American companies whose performance has merited Preferred Converter status. The program salutes converter partners of Laird who take our company's products and reconfigure them to exacting end-use customer specifications while also rising to meet all Preferred Converter criteria. Evaluations applied to converters throughout the United States, Canada and Mexico cover these six criteria:

- Breadth of operational capabilities
- Growth of value-added services
- Staff expertise
- Level of cooperative business development
- Sales success
- Consistent demonstration of outstanding customer service

Learn more today.

