

Channel Talk

OCTOBER 2021

SERVING YOU

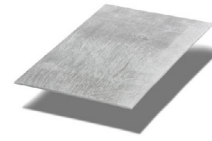
This edition is the first since the mid-year acquisition of Laird Performance Materials by DuPont Electronics & Industrial, Interconnect Solutions. The integration is proceeding smoothly. It's been a year filled with numerous new product launches capturing the attention of design engineers worldwide. We continue seeing excellent manufacturer-channel partner cooperation and collaboration as we jointly strive to resolve the most challenging heat dissipation, waste energy mitigation, and structural design issues imaginable. Together, let's continue focusing on delivering excellence at every step. We urge you to read Channel Talk. Forward the links we've provided to customers and prospects.

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



SUPERIOR CONDUCTIVITY, SOFT ON COMPONENTS

[Tflex HP34](#), the new silicone-free gap filler with excellent deflection properties, is significantly softer while delivering eye-popping 24 w/mK bulk thermal conductivity. Expertly aligned graphite fibers ensure higher performance than other graphite products. [Tflex HP34](#) has myriad industry applications and retains its properties in applications under increased pressure. Moreover, the gap filler exhibits little to no oil bleed and meets both RoHS and REACH standards. Learn [more](#).



SOFTZORB GDS: DUAL BENEFITS

Limiting leakage and surface current while offering lower deflection, [Softzorb GDS](#) is a soft, silicone-based RF/microwave absorber ideal for use in cavity resonance applications and as an interface material. The solution is a soft version of Eccosorb® GDS and is used for medium to high frequency (18-35 GHz) applications such as telecom/telecom, industrial, consumer, and automotive. [Softzorb GDS](#) meets RoHS and REACH requirements. Standard thicknesses are 1mm, 1.5mm, 2mm, and 2.5mm. See [more](#).



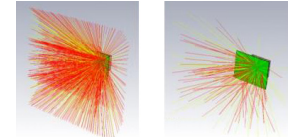
BEST ANSWER FOR CAVITY RESONANCE, REFLECTIVITY

Satisfying the need for compact, tuned 3D absorbers, [Eccosorb® JCP PA](#) is Laird's new, high-frequency, high-performance cavity resonance and free-space polyamide thermoplastic absorber. It has a thermoplastic matrix made of polyamide with a proprietary filler for applications requiring enhanced, dual performance. [Eccosorb JCP PA](#) features superior chemical resistance, wear resistance, and excellent stiffness, making it ideal for a wide range of robust or structural parts. Check [details](#) here.



REZORB REDUCES SIGNAL REFLECTION

Auto radar design engineers achieve improved incident signal absorption and exceptionally high reflection loss with Laird's new [ReZorb](#) radar bracket. The tuned injection molded material and associated physical geometry surface system significantly lowers radar signal reflection. ReZorb's incident signal absorption reduces reflections and noise, false positives, and false negatives in signal readings. A second use of ReZorb is around an antenna to limit interference and increase signal performance. Review [Rezorb](#).



Plastic vs. ReZorb Results (Excitation Rays)

SHARING LAIRD'S INSIGHT

Watch the first in our series of [Insights Engineered](#), Laird's high value, rich content videos where our experts have a roundtable discussion on thermal management challenges faced, analyzed, and solved. The short programs are our way of bringing you and your customers closer to insights, viewpoints, and the successes of Laird problem solvers working in the field. Our [Insights Engineered](#) videos continue soon with an in-depth examination of electromagnetic interference issues encountered and remedied with Laird's help.



NEWEST PREFERRED CONVERTER LISTING

This year Laird began recognizing select North American companies whose performance merits Preferred Converter status. The program evaluates and salutes converter partners who reconfigure Laird products to exacting end-use customer specifications while also rising to meet all Preferred Converter criteria. Preferred converters named this year include Able Industrial, Barksdale & Associates, Budnick Converting, Fabri-Tech Components, Florida Seal & Rubber, GM Nameplate, KR Anderson, LGS Technologies, Marian Chicago, Marking Systems, Master Electronics, Orion Industries, Rico Products, and Tape Innovations.

