

Channel Talk

DECEMBER 2022

SERVING YOU

Delivering excellence to customers using Laird™ solutions and through a strong team and superior customer service has been an everyday way of doing business by you - our channel partner network. Your resilience, cooperation and spirited "let's get it done" attitude is seen by Laird employees around the world. When you offer ideas, we strive to listen and strive to act. When there is an issue, we seek to respond promptly and accurately with answers you need. And importantly, when you succeed, we do too. Throughout a year of tough supply chain and additional hurdles, you and we continue finding answers. Write or phone us at any time. And be sure to review the new products and other information offered here. Channel Talk is our bi-monthly outreach dedicated to your success. Our best wishes to each of you for business success in 2023.

Follow our DuPont™ Interconnect Solutions information hub on [LinkedIn](#) and encourage your customers to follow us too.



FOLLOW INTERCONNECT SOLUTIONS' SUCCESSFUL INFO HUB

Laird Performance Materials, Films, Laminates, and Metallization & Imaging - the four businesses of DuPont Interconnect Solutions which focus on enabling total solutions - have linked arms on [LinkedIn](#) using a unique new information hub. Learn how design engineering advancements, new products, discussions on trends, and insights from these businesses are consolidated in a quick to read format. The content is updated continually. Our hub is off to a strong start. Follow us [now!](#)



FOUR NEW ENTRIES SOLVE THERMAL, EMI ISSUES



Sample the newly launched [Eccosorb™ JCS-Next](#), achieving more than twice the attenuation of traditional absorbers. This next-generation absorber suppresses EMI at frequencies above 30 GHz. Use Eccosorb JCS and get reliable device performance at temperatures up to 177°C. Our new [Eccosorb RF-LB](#) offers the highest operating temperature of low frequency absorbers on the market. It suppresses antenna desense and cavity resonance resulting from RF functions, crosstalk or SAR emissions. [Eccosorb™ RF-LW](#), new for sub-6 GHz applications and offered in three materials to perform reliably in hot and other harsh environments, allows for an extremely light weight, thin design using a rugged, corrosion-resistant absorber. Eccosorb RF-LW exhibits low outgassing, suppresses antenna desense, reduces reflections, and produces the highest level of attenuation available for cavity resonance problems and surface current attenuation. The new high temperature and automotive grade [Laird™ Steward™ MGHS Series](#) power inductor offers extreme reliability at high temperatures (performance rated at 155°C). Each inductor improves signal integrity and power efficiency and enables a large current in a small size. They feature a designer-friendly low profile. Order samples today.

SEE OUR GROWING PRESENCE IN EMEA

Laird Performance Materials is expanding its distribution network in Europe, the Middle East, and Africa to grow more quickly. As these distributors work diligently to grow sales of Laird™ products, we salute them and are taking aggressive steps to fully support each team. They include: ABC Elektronik, ATD Elektronik, Arrow Europe, Avnet Europe, Burisch, CLI France, Distrelec, Erda Electronic, Espirit Technologies, Euro Technologies, Heilind, Premier Farnell, q-flex, RS Components, SMSK, Stigab, Techni3, Telerex Europe, TTI Inc., and Wavetech.



DUPONT WEBSITE HUB PROFILES REZORB RADAR BRACKET

Visit the new [web page](#) where the innovative Laird™ Rezorb™ radar bracket is profiled along with additional automotive solutions of DuPont Interconnect Solutions. The digital hub is a comprehensive look at selected technologies supporting the reliable operation of advanced interconnects in next-gen automotive applications. This [hub](#) combines news, commentary on automotive industry trends, helpful case studies on product applications, high action videos, and more. One of the videos looks at Rezorb tuned injection molded material installed to absorb incident signals greatly limiting reflections and limit noise, false positives, and false negatives in signal readings.



RESERVE OUR DISPLAY MATERIALS FREE

Plan now to utilize our handsome indoor promotional signage at your 2023 event. The backdrop display / trade show booth is loaned upon request. It installs easily and can be reserved individually or in combination with one or more Laird product sector banners: thermal management materials, EMI materials, multi-functional solutions, inductive components, precision and structural metals. Various product image panels are interchangeable depending on your audience. Your only cost is the return shipment charge for the loaned materials. Contact us for reservation details at (610) 737-7631.

