

# Channel Talk

JULY 2022

## SERVING YOU

Supporting customers with speed, accuracy, and high-quality solutions is an everyday way of doing business throughout Laird's™ outstanding 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. Despite 2022's many market hurdles, you and we are finding answers here at mid-year and for the future too. Write or phone us at any time. And be sure to review the new products and other materials offered here. Channel Talk is our bi-monthly outreach dedicated to your success.

Highlighted in this issue is our new DuPont® Interconnection Solutions information hub. Follow it now on [LinkedIn](#) and encourage customers to follow the ICS hub too!



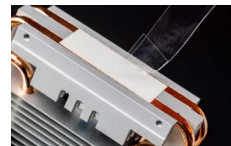
## INTERCONNECT SOLUTIONS UNVEILS INFO HUB

DuPont's Laird Performance Materials, Films & Laminates, and Metallization & Imaging businesses have linked arms on [LinkedIn](#) to offer a unique new information hub. Follow us and see how design engineering advancements, new products, trends, news developments and insights from all three businesses are consolidated in a quick to read, easy to follow format. Is there an electronic design issue that Laird or a sister DuPont business can help resolve? Get a step ahead toward the answer here. The content is updated continually. Our hub is off to a strong start. Treat yourself to the latest DuPont Interconnect Solutions technologies by following us [now!](#)



## LAIRD ENTERS THERMAL ADHESIVE TAPE MARKET

Marking Laird Performance Materials' entry in the thermal adhesive tape market, our Laird™ [Ttape™1000A](#) capitalizes on collaborative innovation with DuPont. The standalone 50µm pressure-sensitive adhesive offers extremely low thermal resistance and requires no additional mechanical fastening to secure a heatsink to a heat-generating component. Ttape 1000A reduces troublesome heat-related issues across consumer electronics, automotive, telecommunication, datacom, aerospace and defense, and medical markets. DuPont and Laird are committed to utilizing our strengths to innovate and provide customers with total solutions. [Ttape™ 1000A](#) will aid design engineers seeking a best-in-class thermal adhesive tape at 1.3°C-cm2/W at 100 psi.



## PROFILING OUR CUSTOM ELECTRICALLY CONDUCTIVE ELASTOMERS



In three new informational guides from Laird R&F™ Products, we illustrate the variety, functionality, and mission-critical importance of sealing gasket components to military and aerospace design teams. Each 2022 guide is a four-page folder placing strong

emphasis on custom solutions and providing comprehensive information on performance attributes of each product. Review our electrically conductive elastomers for [aircraft](#), [naval](#) and [ground forces](#) applications. Shown are only a handful of custom offerings. Printed quantities of all three folders will soon be available for ordering.

## AUTOMOTIVE GRADE INDUCTOR SOLUTIONS

New Laird™ Steward™ brand [MGVS Series](#) high current molded SMT power inductors hit the mark in improving performance and power efficiency in automotive and general electronic applications. High power, compact, and safety-centric, each entry in the new line exhibits extremely high reliability and enables a large current. These compact, low-profile inductors feature magnetic shielding and molded construction and perform consistently in operating temperatures ranging from -40°C to 125°C. Applications range from automotive noise suppression for motors that power seats, mirrors, blowers, and wipers, to ADAS/engine control units, EV converters and inverters, to automotive DC to DC power lines, infotainment systems, and more. Write to obtain [samples](#) today!



## RESERVE NEW DISPLAY MATERIALS FREE



Envision using Laird Performance Materials' handsome new indoor promotional

signage at an upcoming event. The backdrop display, 8 feet x 8 feet, installs easily and can be reserved individually or in combination with one or more product sector banners shown here: thermal materials, EMI materials, multi-functional solutions, inductive components, precision and structural metals. Laird image panels on the large display are interchangeable depending on the nature of your audience. These graphics are ideal for trade shows, user groups, or sponsored events. Once reserved and used, your only cost is the return shipment charge. For reservation details, contact [Krystle.Drum@laird.com](mailto:Krystle.Drum@laird.com), (610) 737-7631.

