

## CORPORATE WEBSITE TRADE NEWS POSTING

### **Julien Joguet of MacDermid Alpha to Present on High Reliability Sintered Material for Automotive Powertrain at SIA Multi-Material Congress**

(Waterbury, CT USA) – March 15, 2019 – MacDermid Alpha Electronics Solutions, the world leader in the production of electronic soldering and bonding materials, is participating in the SIA Multi-Material Congress to be held on the 20 & 21 of March at the ESTACA engineers school near Paris.

The conference objective is to understand the impact of batteries integration on electric vehicles architecture and present innovative product and process solutions to address current expectations involving lightweight management, battery operating life and the reduction of CO<sub>2</sub> emissions. Julien Joguet, Global Business Market Manager for MacDermid Alpha will be presenting on enhancing considerable weight improvement and better overall efficiency for HEV and EV's.

“It has been demonstrated that by replacing the conventional die attach materials used in the traction inverter with sintered silver, power cycling capability is improved by an order of magnitude while the current density per integrated circuit device can be increased by at least 50%,” said Julien Joguet. “This has led to significantly smaller, lighter and more reliable systems, enabling a competitive advantage for the adopters of sinter silver technology.”

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