



**MacDermid Inc.**  
245 Freight Street, Waterbury, CT 06702 USA

**Deanna Cullen**  
Marketing Communications Manager  
Circuitry Solutions  
☎ 203.575.5661  
✉ 860.483.1502  
Deanna.Cullen@MacDermidAlpha.com  
www.MacDermidAlpha.com

## **MacDermid Alpha Electronics Solutions to Present at the Advancing Automotive Electronics Forum during IPC APEX EXPO 2019**

(Waterbury, CT USA) – January 9, 2019 Executives from MacDermid Alpha Electronics Solutions, a MacDermid Performance Solutions business, will be featured speakers at the IPC APEX Executive Forum on Advancing Automotive Electronics being held on Monday, January 28, 2019 in San Diego, California, USA.

Joe D'Ambrisi, Senior Vice President, and Don Cullen, Director of Marketing Communications, will present The Global Outlook for Specialty Chemicals and Materials in Automotive Electronics Packaging. Their presentation is part of a larger, day-long forum including ten industry leaders focusing on automotive electronics costs, reliability, and programs from concept to production.

In addition, MacDermid Alpha experts will be presenting technical papers on Tuesday, January 29. Saminda Dharmarathna, Principal R&D Chemist, will be presenting Innovative Electroplating Processes for IC Substrates – Via Fill Embedded Trace Plate and Through Hole Fill Plating, S02 1:30-3:00PM. Morgana Ribas, Senior R&D Manager, will present Low Temperature Soldering: Thermal Cycling Reliability Performance, S05 1:30-3:00PM. MacDermid Alpha will also be presenting Sequential Electrochemical Reduction Analysis Investigation of Organic Solderability Preservative Surface Finish and Vacuum Reflow Process Optimization – Paste Chemistry and Reflow Adjustment, during the poster session on Wednesday, January 30 at 10:00AM and 4:30PM.

For additional information about MacDermid Alpha's latest technologies and products, please visit Booth #207 at IPC APEX, or contact us @ [info@macdermidalpha.com](mailto:info@macdermidalpha.com)

### **About MacDermid Alpha Electronics Solutions**

MacDermid Alpha Electronics Solutions is a Platform Specialty Products business. Through the innovation of specialty chemicals and materials under our Alpha, Compugraphics, and MacDermid Enthone brands, we provide solutions that power electronics interconnection. We serve all global regions and every step of device manufacturing within each segment of the electronics supply chain. The experts in our Semiconductor Solutions, Circuitry Solutions, and Assembly Solutions divisions collaborate in design, implementation, and technical service to ensure success for our partner clients. Our solutions enable our customers' manufacture of extraordinary electronic devices at high productivity and reduced cycle time. Find more at [MacDermidAlpha.com](http://MacDermidAlpha.com).