



**Alpha Assembly Solutions**

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**FOR IMMEDIATE RELEASE**

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**Alpha to Focus on Automotive Assembly Materials at  
SMTA Guadalajara Expo and Tech Forum, Mexico**

Somerset, NJ – October 18, 2018- Alpha Assembly Solutions, the world leader in the production of electronic soldering and assembly materials, will exhibit its innovative assembly and connecting materials for the [automotive market](#) at the 2018 SMTA Guadalajara Exhibition and Tech Forum being held November 14-15 at the Expo Guadalajara, Guadalajara, Mexico.

As the electronic content of automobiles continues to expand, Alpha is engineering materials to meet changing needs of the automotive industry. For in-cabin electronics, Alpha will promote its [low temperature solder pastes](#), such ALPHA® OM-550, and its high performance fluxes, including ALPHA® EF-6000 and ALPHA® EF-6808HF. During the Expo, Alpha will have copies for review of I-Connect007's [The Printed Circuit Assembler's Guide to...™ Low Temperature Soldering](#) which was recently published and written by several low-temperature solder experts from Alpha.

For electronic systems with higher reliability and safety requirements, Alpha will feature its family of [low voiding](#), high reliability solder alloys and solder pastes including its new ALPHA® OM-358, OM-353, CVP-390, and InnoLot alloy. "Both the automotive electronics assembly market in Mexico and the electrification of automobiles continue to expand at a rapid pace," said Robert Wallace, Regional Marketing Manager for the Americas, "Alpha has products, processes, and support teams that can meet our customers' needs for performance, reliability, and low-cost of ownership."

Alpha will also highlight its [Recycling Services](#) program. Alpha recycles scrap solder paste, debris, dross, and other tin-bearing materials from manufacturers throughout North America, and recently expanded its recycling capabilities throughout Mexico, having received an export license from SEMARNAT, the Department of Environment and Natural Resources in Mexico, to handle and transport nationalized scrap material. As North America's largest solder recycler, Alpha takes pride in having the safest, most efficient, environmentally-compliant recycling solution that sends no materials to landfills.

Please visit Alpha at **Booth # 49** and for additional information about Alpha's industry-leading products and services, please visit [alphaassembly.com](http://alphaassembly.com).

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### **About SMTA**

The Surface Mount Technology Association (SMTA) is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including microsystems, emerging technologies, and related business operations. For more information, visit <http://www.smta.org>.

### **About Alpha Assembly Solutions**

Alpha Assembly Solutions, a MacDermid Performance Solutions Business, is the global leader in the development, manufacturing and sales of innovative specialty materials used in a wide range of industry segments, including electronics assembly, power electronics, die attach, LED lighting, photovoltaics, semiconductor packaging, automotive and others.

With a unique global presence in over 30 locations throughout the Asia Pacific, Americas and Europe regions, Alpha supplies a full line of ALPHA® electronics assembly material products, including Solder Paste, Exactalloy® Solder Preforms, Cored Solder Wire Solder, Wave Soldering Fluxes, Bar Solder Alloys, and Stencils. It offers die attach product technologies to the power electronics segment in its Argomax®, Atrox™ and Fortibond™ brands.

For the LED segment, Alpha offers its Lumet™ products covering applications from die attach to systems assembly in the LED manufacturing process. Alpha also offers product technologies for the Photovoltaic segment, including high performance liquid fluxes and solder alloys for producing standard ribbon and bus bar, as well as, solder pastes, cored wire, conductive adhesives and preforms for use in PV module assembly. Also, Alpha's Advanced Materials unit is the leader in electronic polymers and solder materials for semiconductor packaging applications.

Since its founding in 1872, Alpha has been committed to developing and manufacturing the highest quality specialty materials. For more information, visit [www.AlphaAssembly.com](http://www.AlphaAssembly.com).

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