

## **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.”

By moving to sintered silver and adopting any necessary changes needed in the manufacturing process, the opportunity exists to realize significant performance and reliability gains. [ALPHA® Argomax®](#) sintered silver has been successfully deployed in large volume EV automotive inverter applications and has achieved high performance, endurance power cycling capability, improved power density and superior electrical and thermal performance. For additional information about [MacDermid Alpha's](#) and our [silver sinter technology](#), please visit [alphaassembly.com](#).

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### **About SIA**

Since 1927, the French Society of Automotive Engineers (SIA) brings together all the specialists and enthusiasts of the automotive industry and its technologies: Car and Component Manufacturers, Engineering consultancies, Start-ups, SME-SMI, Precompetitive R&D clusters, Universities and Research Centres. Typical of any learned society, the SIA's goal is to encourage the development and knowledge sharing by engineers, managers and technicians of French or French-based companies and major groups in the automotive sector and mobility of the future.

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

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](#)

### **Contact:**

Name: Julien Joguet  
Title: Global Business Market Manager  
Email: Julien.Joguet@macdermidalpha.com