

**FOR IMMEDIATE RELEASE**

Contact: Tim Luke  
Tim.Luke@alphaassembly.com

**Tim Luke of Alpha to Present on Reliability at ZESTRON Soldering Workshops in Canada**

Somerset, NJ – July 21, 2016 – Alpha Assembly Solutions, the world leader in the production of electronic soldering and bonding materials, will be participating in the ZESTRON Academy Workshops titled *Soldering, Cleaning and Coating* taking place in late September in Toronto (September 20<sup>th</sup>) and Montreal (September 22<sup>nd</sup>).

Tim Luke of Alpha will be presenting at both workshops on the topic of “Building Reliability In: To Clean or Not to Clean”. The seminar will highlight how chemistry choices play an important role in the functionality and long-term reliability of today’s electronics.



“The move to Pb-free soldering together with increasingly complex electronics has put increased pressure on making the right decisions when it comes to the fluxes and processes used in electronics assembly”, said Tim Luke, Regional Sales Manager for Alpha. “An understanding of Electrochemical Reliability and whether or not to clean or not clean your assemblies for reliability assurance is important and can help customers gain efficiencies without sacrificing quality.”

Participation in the Soldering, Cleaning and Coating Workshops is free. For more information, visit [www.zestron.com](http://www.zestron.com) or send an inquiry to [academy@zestronusa.com](mailto:academy@zestronusa.com).



**Additional information:**

**Soldering, Cleaning and Coating Workshop**

**Tuesday, September 20<sup>th</sup>, 2016**

Hilton Garden Inn Toronto/Markham

300 Commerce Valley Drive East

Thornhill, ON L3T 7X3, Canada

Workshop Hours: 9:00AM – 4:00PM

**Soldering, Cleaning and Coating Workshop**

**Thursday, September 22<sup>nd</sup>, 2016**

Hilton Garden Inn Montreal Airport

7880 Cote-De-Liesse

Montreal, QC H4T 1E7, Canada

Workshop Hours: 9:00AM – 4:00PM

*Building Reliability In – To Clean or Not to Clean*

**Presented by: Tim Luke – ALPHA ASSEMBLY SOLUTIONS**

**REGISTER TO ATTEND!**

###

**Speaker Biography – Tim Luke**

Tim Luke is a graduate of Ryerson University with a degree in marketing and management. Tim has proudly served the Electronics Assembly Industry for the past 32 years, the past 26 years of which has been with Alpha Assembly Solutions. He is currently the Regional Sales Manager for Canada and the Eastern United States. Tim has presented technical papers at SMTA International, IPC APEX and many SMTA meetings throughout his career. He is a former President of the Toronto SMTA Chapter.

**About ZESTRON**

Headquartered in Manassas, Virginia, and operating in more than 35 countries, ZESTRON is the globally leading provider of high precision cleaning products, services and training solutions for the electronics manufacturing industry. With seven worldwide technical centers and the largest team of engineers in the industry, ZESTRON's commitment to ensuring that its customers surpass even the most stringent cleaning requirements is without equal.

**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).

© Registered Trademark of MacDermid Performance Solutions. ™ Trademark of MacDermid Performance Solutions.  
© Platform Specialty Products Corporation and its subsidiaries 2016.

