



## FOR IMMEDIATE RELEASE

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## Keiron Explores What Really Drives ROI in Upcoming SMT Webinar on June 10<sup>th</sup>

**Eindhoven, Netherlands— May 2026** — Keiron Printing Technologies, a global innovator in advanced electronics manufacturing solutions, will host a live executive webinar on June 10, 2026, focused on how electronics manufacturers can take a more practical approach to return on investment (ROI) in today's operating environment.

Titled *“Driving Measurable Impact with Precision Solder Paste Printing — Unlocking the Power of Your ROI,”* the 25-minute session will look at how companies are moving beyond basic payback calculations and taking a broader view of what actually drives financial return.

As capital costs rise and production becomes more complex, leadership teams are under increasing pressure to justify investments with clear, measurable outcomes. The webinar will explore how leading organizations are approaching ROI differently—focusing on operational metrics that directly impact margin, throughput, and overall efficiency.

The session will be led by Twan Aldenlee, General Manager EMEA at Keiron Printing Technologies, who brings more than 30 years of experience in PCBA manufacturing. He will share practical frameworks that can help companies evaluate investment decisions, improve capital efficiency, and accelerate value capture across SMT operations.

Topics will include how to look beyond traditional ROI and payback time, which performance indicators have the greatest financial impact, and how to make more confident investment decisions in a changing market

The webinar is designed for senior leaders—including CEOs, COOs, CFOs, and operations executives—responsible for capital allocation, production performance, and long-term competitiveness.

### Event Details:

Date: June 10, 2026  
Time: 16:00 CET / 10:00 Eastern Time  
Format: Live webinar (Zoom) with Q&A  
Duration: 25-minute presentation + live discussion

Registration is available here: <https://keirontechnologies.com/roi-webinar>.

The session will include a focused presentation followed by a live Q&A, giving attendees the opportunity to explore how these concepts apply to their own operations.

For more information about Keiron's industry revolutionizing technology, visit [www.keirontechnologies.com](http://www.keirontechnologies.com).

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**About Keiron Printing Technologies**

Keiron Printing Technologies is a global innovator in advanced electronics manufacturing equipment, specializing in fully digital, LIFT-based precision solder paste printing solutions. Designed for modern, high-performance production environments, Keiron's technology enables zero-waste, high-accuracy manufacturing while supporting rapid innovation and sustainable growth.