

**Contact**

Brian M. Duffey
President Keiron Printing Technologies N.A.
B.duffey@keirontechnologies.com

FOR IMMEDIATE RELEASE

Keiron Printing Technologies to Explore New Approach to ROI in SMT Manufacturing in Executive Webinar

Eindhoven, Netherlands — October 2026 — Keiron Printing Technologies, a global innovator in advanced electronics manufacturing solutions, will host an executive webinar on October 7 focused on helping electronics manufacturing leaders take a broader, more strategic approach to evaluating return on investment (ROI) in surface mount technology (SMT).

Titled “**Driving Measurable Impact with Precision Solder Paste Printing — Unlocking the Power of Your ROI**,” the 25-minute webinar will examine how manufacturers can move beyond traditional payback calculations to better understand the operational factors that contribute to long-term profitability and capital efficiency.

As capital becomes increasingly expensive and manufacturing environments grow more complex, leadership teams are facing greater pressure to justify investments with measurable financial outcomes. Keiron’s webinar will address this challenge by examining how organizations can evaluate investments based not only on equipment cost and payback period, but also on the broader operational impact on margin, yield, adaptability and working capital.

The session will be led by **Twan Aldenzee, General Manager EMEA at Keiron Printing Technologies**, who brings approximately 30 years of experience in PCBA electronics manufacturing. Aldenzee will share practical insights and frameworks designed to help executives and operational leaders make more informed investment decisions and accelerate value capture from manufacturing technology.

“Traditional ROI calculations can overlook many of the operational factors that ultimately determine whether an investment delivers meaningful business value,” said Aldenzee. “By looking more closely at the relationship between capital efficiency, operational performance and long-term profitability, manufacturers can build stronger business cases for technology investments and make decisions with greater confidence.”

During the webinar, Keiron will explore several key considerations for evaluating next-generation manufacturing investments, including:

- How to look beyond traditional ROI and simple payback periods
- Which operational metrics have the greatest impact on long-term margin improvement
- How capital efficiency connects with manufacturing adaptability, yield and working capital
- Practical approaches for evaluating investments in next-generation manufacturing technology

The webinar is intended for executives and operational leaders responsible for capital allocation, profitability and strategic manufacturing decisions. The presentation will be followed by a live Q&A, providing attendees with an opportunity to explore the topics in greater detail.

Registration is available by clicking the link [here](#).

###

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.