

For Immediate Release

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E-Tronix and ASMPT to Examine the Future of SMT Placement in Upcoming Webinar



St. Louis Park, MN — September 10, 2026 — E-Tronix, a leading manufacturers’ representative serving the electronics manufacturing, wire and cable, and medical device industries, will host a technical webinar with ASMPT on Thursday, October 1, 2026, at 12:00 p.m. CT, examining how growing PCB complexity is reshaping SMT placement requirements across the industrial, medical, automotive, aerospace, and defense markets.

Titled “Preparing SMT Production for the Next Generation of PCB Complexity,” the webinar will be presented by Gary Burroughs, Director of Account Management at ASM Assembly Systems.

Electronics manufacturers are being asked to accommodate a wider range of component sizes and configurations, including ultra-small components, odd-shaped components, large connectors, heavy BGAs, tighter spacing, and higher placement counts. At the same time, the growing value and complexity of these assemblies are increasing the importance of placement accuracy, process control, and first-pass production quality.

AI server boards represent one of the most demanding examples of this trend. Some of these assemblies weigh more than 10 pounds and incorporate 20,000 or more placements, ranging from 01005 and 008004 components to BGAs that exceed one pound. While most manufacturers are not currently producing AI server boards, the placement technologies developed to address these extreme applications are influencing equipment capabilities that can benefit a much broader range of SMT operations.

During the webinar, Burroughs will examine the placement equipment capabilities manufacturers should consider when preparing for current and future PCB requirements. Topics will include component handling, placement accuracy, board support, feeder flexibility, process control, and automation.

The session is intended to help engineers, operations leaders, and equipment decision-makers better understand how these capabilities can support increasingly complex product mixes, protect high-value assemblies, and inform future SMT equipment investments.

To register for “Preparing SMT Production for the Next Generation of PCB Complexity,” visit:
<https://meet.zoho.com/kxhq-yog-unq>

About E-Tronix

E-Tronix is a manufacturers’ representative firm serving the electronics manufacturing, wire and cable, and medical device industries. The company is dedicated to delivering best-in-class materials and equipment that empower customers to optimize performance and achieve lasting success. With a commitment to innovation, quality, and partnership, E-Tronix stands as a trusted ally for sustainable growth.

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