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ELECTRONICS

MacDermid Alpha Selected as Finalist to Participate at Magna Powertrain Supplier Innovation Day 2019

(Waterbury, CT USA) – Nov 15th, 2019 – MacDermid Alpha Electronics Solutions, a world leader in the production of electronics soldering and bonding materials, has been chosen as one of 8 finalists of the Supplier Innovation Challenge hosted by Magna Powertrain, a leading global automotive supplier, on the 21st November in St. Valentin, Austria.

Steve Brown, Director for MacDermid Alpha Automotive, will be presenting MacDermid Alpha's chosen idea, **Sinter Silver Die Attach for Inverter Power Density and Reliability**, at the Innovation Day. The presentation will detail the benefits of using Sintered Silver products such as ALPHA® Argomax® to enable the highest levels of inverter efficiency.

"MacDermid Alpha is extremely excited to present our latest developments in silver sinter technology at the Magna Powertrain Supplier Innovation Day", comments Steve. "This is a unique opportunity to demonstrate the superior capabilities of ALPHA Argomax silver sinter technology which include providing a >40% increase in efficiency, >40% reduction in \$/kw, >30x improvement in reliability and a >50% reduction in development time for electric vehicle powertrains".

The Magna Powertrain Supplier Innovation Day invites 8 finalists to present their company, products and most importantly, their technology idea at the Magna Powertrain Engineering Center in St. Valentin, Austria. The winner will then be announced at an awards dinner.

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