

December 23, 2019

ELECTRONICS

### MacDermid Alpha Announces Official WeChat China Account

(Waterbury, CT USA) – December 23rd, 2019 – MacDermid Alpha Electronics Solutions, a world leader in the production of innovative materials used in semiconductor, circuitry, and electronics assembly is pleased to announce the launch of a new official WeChat account devoted to providing a one-stop platform including all the divisions under MacDermid Alpha Electronics Solutions to provide more convenience and efficiency for our customers in Mainland China.

Followers of MacDermid Alpha will receive the latest technology, product information, upcoming events, new product introductions and relevant contacts in China. This platform will not only engage customers/followers in China, but will facilitate more interactions with them through this continuous mode of communication. WeChat is the most important app in China, with more than a billion users each month.

"As we all know, the WeChat app has become entrenched in the Chinese psyche, for business as well as personal use. Due to its extensiveness, we have created this one-stop platform for providing our customers with easy access to our Circuitry, Assembly and Semiconductor divisions under MacDermid Alpha. In addition, the WeChat platform will share technical papers and information with our followers to help them understand the current and future developments in the electronics manufacturing industry", said Don Cullen, Director of Marketing Communications at MacDermid Alpha.

MacDermid Alpha's WeChat account can be accessed by scanning the QR code below or searching for the account name "**MacDermidAlpha**" from the WeChat mobile application.



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