

January 14, 2019

**Business Segment: ELECTRONICS**

**MACDERMID ALPHA PRESENTS AT THE ADVANCING AUTOMOTIVE ELECTRONICS FORUM  
DURING IPC APEX EXPO 2019**

(Waterbury, CT USA) - Executives from MacDermid Alpha Electronics Solutions, a MacDermid Performance Solutions business, will be featured speakers at the IPC APEX Executive Forum on Advancing Automotive Electronics being held on Monday, January 28, 2019 in San Diego, California, USA.

Joe D'Ambrisi, Senior Vice President, and Don Cullen, Director of Marketing Communications, will present The Global Outlook for Specialty Chemicals and Materials in Automotive Electronics Packaging. Their presentation is part of a larger, day-long forum including ten industry leaders focusing on automotive electronics costs, reliability, and programs from concept to production.

Joe D'Ambrisi elaborated; "The field of automotive electronics is undergoing drastic change on many fronts. From circuit density and thermal conductivity challenges, to new materials used for electric vehical designs, the industry needs to come together to implement the demands of next-gen vehicles. Our chemistry and materials are central to many of these changes. We'll describe these solutions at APEX."

For additional information about MacDermid Alpha's latest technologies and products, please visit Booth #207 at IPC APEX, or contact us @ [info@macdermidalpha.com](mailto:info@macdermidalpha.com)

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