



Cookson Electronics

## Alpha

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## Press Release

For immediate release

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### **Alpha Introduces New ALPHA® LED Materials Technologies at the Strategies in Light Exposition & Conference, Feb. 7-9, Santa Clara, CA**

South Plainfield, NJ – December 16, 2011 – Alpha®, the world leader in the production of electronic soldering materials, will introduce its new line of ALPHA® LED specialty materials technologies at the Strategies in Light Expo & Conf., Feb. 7-9, Santa Clara, CA. These new product technologies reach across Levels one through five of the LED lighting system manufacturing process: Die Attach & Package, Package on Board, Luminaire Module, Power Driver/Supply and Control Systems.

“Alpha’s specialty materials technologies are based on our strong commitment to R&D and a clear understanding of the need to provide value for our customers in each key step in the LED manufacturing process. Our products are focused on improving efficiency and brightness, improving reliability and lowering cost per lumen over the lifetime,” said Ravi Bhatkal, Alpha’s VP – Energy Technologies. “Our well-known soldering and joining materials expertise provides us with a deep insight into the challenging variety of bonding events required to assemble LEDs.”

The ALPHA® Lumet™ line of solder paste with SAC and the new MAXREL™ alloy will be introduced at Strategies in Light. These new products will deliver improved thermal cycling performance, improved vibration resistance and low thermal exposure for LEDs. In addition, ALPHA® cored solder wire; Exactalloy® MAXREL™ solder performs; SACX Plus® low silver bar solder alloy; Argomax™ sintered silver products; and, Atrax™ conductive adhesives will be featured.

For more information about ALPHA® LED materials technologies, go to [www.alpha.cooksonelectronics.com/Markets/LED](http://www.alpha.cooksonelectronics.com/Markets/LED). Or, send an email to [alphaledtechnologies@cooksonelectronics.com](mailto:alphaledtechnologies@cooksonelectronics.com).



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### **About Alpha**

Alpha, a business unit of Cookson Electronics, is the global leader in the development, manufacturing and sales of innovative materials used in the assembly of electronics products. Since its founding in 1872, Cookson Electronics has been committed to developing and manufacturing the highest quality soldering materials. That tradition continues today as Alpha supplies high quality products to the LED, Power Electronics and Photovoltaic industries. Alpha serves these industries with over 30 locations throughout the Americas, Europe and the Asia/Pacific region, For more information, visit [www.alpha.cooksonelectronics.com](http://www.alpha.cooksonelectronics.com).



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