



Press Release

December 14, 2017

Technomelt awarded at major industry event

New masking technology and automotive reliability expertise earn Henkel recognition during Productronica

During last month's Productronica global electronics event in Munich, Germany, the electronics business of Henkel Adhesive Technologies took the top prize in its category for the Global Technology Awards contest, while Technical Service expert Richard Boyle was selected to share his know-how during a live video panel discussion about automotive reliability and testing. Together, these high-profile honors served to further illustrate Henkel's electronic materials leadership position and the company's effective total solutions approach.

At a special ceremony hosted by contest sponsor Global SMT & Packaging Magazine on November 14th, the Global Technology Awards highlighted the best new products and services in the electronics industry. Henkel's Technomelt AS 8998 won the prestigious distinction in the competitive category of Adhesives/Encapsulants/Coatings/TIMs. Technomelt AS 8998 is a unique hot melt material that is used to mask keep out zones prior to conformal and chemical vapor coating processes. A fast, highly-precise, automated alternative to manual taping techniques, Technomelt AS 8998 facilitates a streamlined dispensing solution that dramatically reduces application time. The material peels off cleanly, leaving no residue. Manufacturers incorporating the product in their operations have reported as much as a 40% cost reduction as compared to conventional approaches.



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Accepting the award on behalf of Henkel, Giuseppe Caramella commented on the hot melt material's significance: "It is indeed an honor to be recognized with this award for such a transformative product," says Caramella. "Increasing productivity, reducing cost and simplifying processing is what Technomelt AS 8998 delivers and we are grateful to the judging panel for appropriately noting the material's positive impact on the electronics assembly industry."

On the last day of the Productronica event, Henkel's technical customer service expert Richard Boyle shared his decades of material behavior expertise as it relates to automotive reliability and testing. Participating in a live broadcast debate moderated by Global SMT and Packaging Editor-in-Chief Trevor Galbraith, Boyle – alongside two other industry panelists – discussed the impact of automotive sensor proliferation on current and future reliability and testing practices. Voltage and current increases have put big pressures on thermal cycling reliability, particularly considering higher density, finer-pitch PCB assemblies. The discussion also covered the effect of chemistry compatibility, the lag between technology change and industry standards, and the effectiveness and selection of various testing procedures. To see the full debate, click [here](#).

For more information about Henkel's complete portfolio of electronic materials, visit www.henkel-adhesives.com. Additional resources regarding Technomelt materials and Henkel's automotive electronics innovation can be accessed on the below websites.

[TECHNOMELT](#)

[Automotive Fit for the Future](#)

[Take a Drive with Henkel](#)

[Thermal Materials for Automotive Electronics](#)



About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros, adjusted operating profit of 3.2 billion euros. Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesive) generated more than 6 billion euros in combined sales. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com

Contact

Henkel Adhesive Electronics
Eszter Marai
+49 211 797 7168
electronics@henkel.com

Henkel AG & Co. KGaA

The following material is available:



Henkel's Technomelt AS 8998 received the prestigious Global Technology Award 2017.