



Press Release

Novel Material Honored with NPI Award for its Impact on Assembly Operations

TECHNOMELT AS 8998 Masking Material Producing Measurable Gains in Efficiency, Cost Control; Recognized with Industry Award

March 1, 2017 – Last month at the IPC APEX Expo event in San Diego, California, Henkel’s TECHNOMELT AS 8998 hot melt masking material was presented with a *Circuits Assembly* NPI award in recognition of its ability to meet several criteria, including: creativity and innovation, compatibility with existing technology, cost-effectiveness, design, expected reliability, flexibility, speed/throughput improvements, performance, user-friendliness, and expected maintainability and reparability. The award capped off what has been a successful first year for TECHNOMELT AS 8998, which was commercialized in early 2016 and has already lowered cost and improved operational efficiency at several global electronics manufacturers.

TECHNOMELT AS 8998 is a peelable mask that provides a highly-efficient alternative to traditional manual masking techniques. Prior to conformal coating processes, certain components and areas of the printed circuit board (PCB) – referred to as “keep-out zones” – require isolation. Historically, this has been achieved by manually taping off the designated areas before coating. With TECHNOMELT AS 8998, however, the entire masking process can be automated. The hot melt material is dispensed in precise volume and pattern where desired, after which it cools and solidifies quickly at room temperature, creating an impenetrable seal over and around keep-out zones. Following coating, the material is easily peeled off, leaving no residue.





“The cost savings TECHNOMELT AS 8998 has already enabled at major global electronics manufacturers is extraordinary,” says Art Ackerman, Market Segment Head, Automotive Electronics at Henkel. “In one case, the company was able to reduce required operators by over 80% and saved as much as \$0.50 per PCB. Electronics specialists have embraced the throughput, efficiency and resource savings TECHNOMELT AS 8998 is providing and we are delighted that the NPI Award win illuminates the benefits for the broader marketplace.”

For more information on TECHNOMELT AS 8998 or any of the TECHNOMELT masking and encapsulation materials, visit www.technomelt-simply3.com.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit www.henkel-northamerica.com for more information.

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 2015, Henkel reported sales of 18.1 billion euros (20.1 billion US dollars), adjusted operating profit of 2.9 billion euros (3.2 billion US dollars). Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesives) generated more than 6 billion euros (around 6.6 billion US dollars) in combined sales. Henkel employs around 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

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