



MATRIX leadership team
celebrating 2021 distributor of
the year award from
TTM Corporate.

ELPEPCB®: Peters strengthens market with MATRIX

Kempen/Toronto, April 22 – MATRIX Electronics, Ltd., based in Mississauga/Canada, will become the exclusive distributor for ELPEPCB® products from Lackwerke Peters, Kempen/Germany, effective April 18, 2022. The ELPEPCB® portfolio includes photoimageable Elpemer® solder resist, thermal conductive pastes, carbon conductive resists, etching and electroplating resists, plugging pastes and marking inks. Peters ELPEPCB® products are market leading materials characterized by excellent adhesion, high surface hardness and their environmental compatibility meeting and exceeding all relevant industry standards such as UL94 V-0 or IPC-SM-840E, Class H and T.

MATRIX Electronics is the ideal partner for Peters and is one of North America's leading distributors and manufacturers of high quality materials for the printed circuits industry. Established in 1977 MATRIX headquarters is located in Mississauga, Canada, a suburb of Toronto. MATRIX have five fast-response warehouses in the U.S. and Canada that fulfill high-quality, quick-delivery, custom orders on a daily basis. Matrix supports nearly every PCB

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fabricator in this market area and has been ranked number 1 in customer service and support by the largest fabricators in North America.

The two CEOs Kieran Healy (MATRIX) and Ralf Schwartz (Peters) are delighted with this new opportunity to work together in North America. Peters benefits from the deep experience and market penetration that



Kieran Healy, President MATRIX USA inc. (left) and Peters CEO Ralf Schwartz

MATRIX offers and MATRIX gains the global market leading ELPEPCB® brand to enhance the choices available to this important market.

Ralf Schwartz says: "In recent years, our priority has been ELPEGUARD® conformal coatings for electronic manufacturing service companies, which we have been successfully selling throughout North America together with our long-standing American partner company Paradigm."

Markus Wieler, Manager for Global Business Development at Peters, adds: "With MATRIX, we have secured an excellent partner with whom we will achieve our ambitious goals in the USA and Canada. It is our firm belief that PCB production outside Asia is set to enjoy a significant revival."



MATRIX President Kieran Healy says: "The Peters Group has gained significant market share in the European market and a growing share in Asia with the ELPEPCB® product line. Their products are leading edge in their performance, long term reliability, environmental safety and value to the PCB marketplace. We are excited to add these products to our current portfolio and grow Peters' share in this important North American Market."

With the expansion of its ELPEPCB® range in the Canadian/U.S. market Peters is fortifying its international sales network into the future. Lackwerke Peters, a company of the Peters Group with its own service and sales companies in China, Taiwan and Southeast Asia, develops, produces and distributes all coating materials for

THE PETERS GROUP

... based in Kempen, Germany, is an independent family-owned company and the only full-range supplier of coating materials in the world.

As market leader in high-tech coatings for the manufacture and protection of assemblies and electronic components, Peters supplies its products for a use in automotive electronics, aerospace engineering, industrial electronics, medical technology, LED applications or other industrial applications.

For more than 50 years, our highly specialised research and development team has been working closely with our customers to develop innovative, trend-setting and practical solutions.

With international sales offices and around 65 agencies abroad, we are the competent local partner in over 90 countries serving more than 4000 customers.

the manufacture of PCBs as well as for the protection of assembled printed circuit boards. A unique constellation which can be found nowhere else worldwide. In addition to the high-quality Elpemer® solder resist, important "niche products" such as peelable solder masks, hole filler, carbon conductive coatings and heat sink pastes are in high demand worldwide.

MATRIX, with offices in Toronto, Santa Ana, Santa Clara, Chicago, Minnesota and Osaka, is a leading supplier of raw materials and consumables such as thermally robust substrates, multilayer PCB systems, flexible PCB solutions for PCB manufacturing and photo tools. Both CEOs agree on the now sealed transatlantic alliance: an ideal partnership between two strong teams.

#MATRIXCircuitBoardMaterials

www.peters.de