



March 2013

Thin Film Deposition Materials & Electronic Packaging Products

Customers Benefit from New Automated Packaging Process

A recent customer improvement team project at the Buffalo, NY facility of Materion Microelectronics & Services focused on the automation of the packaging department. The new work stations and streamlined SAP processes offer better workflow and - most importantly - provide customers with more accurate labeling information.



Although automation through SAP has been implemented at other Materion sites, Buffalo had to address unique challenges imposed by the level of detail required when working with precious metals. As a result of the team's efforts, material weights are now directly fed into SAP where labels are then formatted for printing. This eliminates the need for the operator to design labels individually and along with the use of barcode readers, further reduces the need for manual data entry.

[Read more about automated packaging...](#)

LET'S TALK VALUE: Materion Revamps Value Proposition

\$ Let's talk value...

Today's buzz word is "Value." How do you define Value? How would you answer the question "What Value do you add?" This is one of the toughest questions to answer in the business world. It is a hard question because value is inherently determined by the consumer...often by immeasurable means based on rapidly changing impressions. It can also be significantly influenced by other factors, such as response time, that can impact the perceived value.

For a company to stand out in the crowd, their "Value" must be apparent to the customer, unique to the supplier and both defensible and sustainable. To this end, Materion Microelectronics and Services has revamped our Value Proposition to ensure that it is a true, easy to understand statement based on our measurable (tangible, corporeal) strengths: "Our Industry Experts and

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Materion Presenting "Gold Spitting" Solutions



At this year's [CS Mantech](#), 2013 International Conference on Compound Semiconductor Manufacturing Technology, Alan Duckham, Materion Sr. Scientist, will present a paper entitled *Developing a Fundamental Understanding of Gold Spitting During*

broad range of Core Technologies allow Materion Microelectronics & Services to deliver Customized Engineered Materials that will enable you to Win!!" [Read more about our Value Proposition...](#)

On-Site Service Support Program Expanded

After a successful launch in 2011, Materion's dedicated On-site Support Program is being expanded to additional strategic customers in North America. This innovative concept, which was successfully rolled out in our European facilities and is now being implemented here, supplements our Precision Parts Cleaning Service with single point-of-contact advantages.



The program is not a fixed approach, but rather offers multiple options tailored to specific customer requirements. The service can be "bundled" as part of a broader materials and supplier package, even with on-site inside sales/logistics support, that lowers the cost of ownership. Firms that have participated in the program have been enthusiastic about the availability of hands-on help to resolve any shield cleaning concerns in real-time and serve as a direct-line to Materion for queries on refine, thin film deposition materials and new products and processes. Typical feedback on our program, as expressed by one of the participants, is: "It is a great help to have someone on hand to immediately answer questions and address any issues." [Read more about on-site support...](#)

Conflict Free Metals Policy Adopted by Materion



On September 12, 2012, the Securities and Exchange Commission (SEC) published its final "Conflict Minerals Rule" required under the Dodd Frank "Wall Street Reform and Consumer Protection Act." The final rule applies directly to publicly traded companies, such as Materion, that produce products that contain tin, tantalum, tungsten and gold (Conflict Minerals) "necessary to the functionality" of the product.

To ensure that Materion products do not contain Conflict Minerals that directly or indirectly finance or benefit armed groups in the DRC and meet the due diligence and reporting requirements of the SEC rule, Materion has adopted a policy and implemented a program to determine and control the source of the Conflict Minerals placed in our products. [Read more about the Materion Conflict Minerals Policy...](#)

Evaporation. It was co-authored with two other employees, Lawrence Luke, Process Engineer, and Robert Sprague, Director Technology, of Materion Barr Precision Optics & Thin Film Coatings. The presentation will cover results of studies on the electron-beam evaporation of gold (Au) that have enabled Materion to develop a fundamental understanding of the causes of gold spitting. [Read more...](#)

Face-to-Face Around Materion



Randy Gray will soon celebrate his 30th year of employment with Materion (formerly Academy Corp.) His current position is Regional Accounts Manager and Refining Key Account Manager in the Microelectronics & Services unit. Randy started his career working in the refining sector in Albuquerque, NM. He was educated at Westminster College in Fulton, MO where he majored in Business Administration via an athletic scholarship - in pole vaulting! As he began

Business Continuity and Disaster Recovery

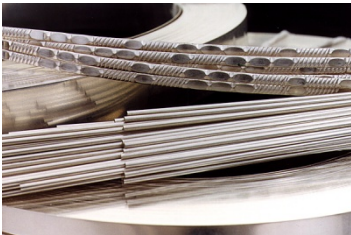
As the world becomes more globally interconnected and moves toward lean and "just-in-time" manufacturing, dependencies ranging from raw materials availability, manufacture, finance and human capital, are significantly increasing. Looking back over the last decade, there has been significant turmoil generated from terrorist activities, financial system collapse, volcanic activity, earthquakes, regime changes and the like. In addition to the toll these events take on human and economic resources, they also impact the supply chain.



At Materion, we recognize that for many of our customers we are a sole source, or significant majority source, for some of the most critical materials required for creation of their products. Our ability to effectively source raw materials, finance, manufacture, and transport our products and services can have a dramatic effect on our customers' success - and potentially the health and well-being of consumers.

To this end, Materion takes proactive measures to identify risks and develop mitigation plans around equipment, suppliers and human talent whose loss could cause a significant interruption for a key customer's business. [Read more about our risk development measures...](#)

Metallurgical Expert Discusses Tarnish-Resistant Silver Alloys



As new Director of Technology for Materion Microelectronics & Services in Albuquerque, NM, George Wityak brings 30 years of expertise in non-ferrous metallurgy to the position. In his Director role, George will be focusing on new material and process development and application of Best Practices for critical products. Reporting to George is The Technology Group,

which includes PhDs and engineers from a broad spectrum of engineering disciplines, who reside on several continents close to Materion customers. George is in the process of completing his Ph.D. in Materials Science and holds, or has contributed to, several patents related to thin film technology and authored several papers.

George's " Developments in Tarnish-Resistant Silver Alloys," was published by the Society of Vacuum Coaters after presentation at a SVC conference. The paper discusses testing of silver-based alloys that have been developed to improve tarnish resistance in multi-layer stacks. [Read the paper Tarnish-Resistant Silver Alloys ...](#)

his first job, and what would become his lifetime career at Materion, he was given 50+ customer key accounts and responsibility for growing the business.

Even at the start of his career, Randy was a self-starter. One of his first customers in the 80's was a well-known treasure hunter, Mel Fisher, who discovered the fabled 1622 lost Spanish galleon Atocha off Key West. Randy, under his own initiative, sought out a meeting with "Mel" in order to convince him that his company could clean the 360 year old recovered silver treasure, (worth over 800 million dollars).

[Read more about Randy...](#)



In Memoriam: Robert Siebersma

Materion is saddened to report the loss of employee Robert Siebersma who passed away this January. For ten years, Bob was an asset to Materion's Albuquerque, NM facility where he contributed to the successful growth of business as Product Manager of Consumer Products. He will be remembered not just for his successful leadership and accomplishments in

Applications Engineering Group: Enhanced Customer Support

We would like to thank all customers who participated in our Customer Survey. The survey highlighted the need for better communications between our R&D Department and our customers. To address this issue, Materion has established an Applications Engineering group which will work closely with our customers to focus on their specific needs. One of Materion's core strengths is our industrial expertise, with many of our scientists and support staff possessing Masters and Doctorate degrees in technical fields. With the establishment of this group, we offer a convenient means to contact and consult with these materials specialists.

In addition to acting as a liaison between Materion and our customers, the applications engineer will help coordinate new product development and assist with modifications to existing products. When relevant, this may involve the use of our Applications Laboratory, where testing can be carried out by our in-house experts and provide immediate feedback. Most importantly, applications engineers will provide enhanced technical support through on-site representation and guidance in areas relating to cost-down solutions, attribute value and failure analysis.

We have great expectations that the Applications Engineering Group created in direct response to your feedback, will provide increased tangible [value to our customers](#). Please watch for updates in future ME newsletters regarding the progress of Materion's Application Engineering Group.

the consumer products segment, but by employees and customers alike for his cheerful demeanor and uplifting spirit.



[Questions? A topic we can address in this Newsletter?](#)
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MATERION MICROELECTRONICS & SERVICES

2978 Main Street
Buffalo, NY 14214
Phone: +1 716.837.1000
www.materion.com/microelectronics

USA: +1 716.837.1000

Europe: +44 0 488.686056

Asia: +65 6559.4450



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