Published on *Avnet Newsroom* (https://news.avnet.com) on 3/4/20 12:28 pm MST

Laird Performance Materials and Avnet Announce Global Distribution Agreement

Terms:

Laird Performance Materials, a portfolio company of privately-held Advent International, today announced a distribution agreement with Avnet (NASDAQ: AVT), a leading global technology solutions provider, whereby Avnet will promote and sell Laird's full line of engineered products which enable and protect high-performance electronics and systems.

A global brand, Laird serves most of the leading names in electronics with innovative thermal interface materials, electromagnetic interference shielding materials or magnetic ceramic solutions, RF/microwave absorbers, precision and structural metals, and industry-leading multi-functional products. Laird engineers work closely with customer design engineering teams globally in rapid prototyping of new products and performance simulation analyses.

The twin objectives of the agreement are to serve designated markets by leveraging Laird's global footprint of manufacturing sites combined with its worldwide engineering teams and Avnet's sales capabilities and broad engineering expertise.

"This agreement with Laird Performance Materials will enable Avnet to provide customers with compelling and innovative Laird product solutions," says Leo Castellon, product line director with Avnet. "It's exciting for both organizations but also for customers who are looking to enable and protect their high-performance electronics and systems."

Kurt Devlin, Laird's North American Director of Distribution, adds, "Avnet reflects the level of distribution expertise we seek and the depth of key market penetration we desire. Both are ideal for increasing sales of our ever-growing product portfolio. We will produce winning solutions at four levels: customers, prospects, Avnet and Laird."

Among others, Laird brands to be offered will includeCoolzorb 5Ghybrid thermal/EMI absorbers,Eccosorb®, Eccostock®, EZ PEEL™, FlexK-LoK 5G, Kzorb, Q-Zorb®, ReCovr, Softzorb, Tflex™, Tgard™, Tpcm™, Tgon™, Tgrease™, Tputty™, Tgard,andUltra-Soft™.

About Avnet

Avnet is a global technology solutions provider with an extensive ecosystem delivering design, product, marketing and supply chain expertise for customers at every stage of the product lifecycle. We transform ideas into intelligent solutions, reducing the time, cost and complexities of bringing products to market. For nearly a century, Avnet has helped its customers and suppliers around the world realize the transformative possibilities of technology. Learn more about Avnet at www.avnet.com [1].

About Laird Performance Materials

Laird Performance Materials, a portfolio company of Advent International, enables high-performance electronics. We create advanced protection solutions for electronic components and systems. World-leading technology brands rely on us for improved protection, higher performance and reliability, custom structural designs and faster time-to-market. We solve design issues through innovative products such as EMI suppression or absorption materials, thermal interface materials, structural and precision metals, magnetic ceramic products and multi-functional solutions. This latter product family solves multiple EMI, thermal and structural design issues simultaneously using a single process design.
Visit https://www.laird.com [2]

Multimedia

Preview Image:



Language:
English

Show recent blog posts

Source URL: https://news.avnet.com/blog/laird-performance-materials-and-avnet-announce-global-distribution-agreement

Links:
[1] https://www.avnet.com/wps/portal/us/
[2] https://www.laird.com/