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MITSUBISHI ENGINEERING-PLASTICS COLORS THE PORTABLE ELECTRONICS MARKET

Mitsubishi Engineering-Plastics, the global leader in high performance Laser Direct Structuring (LDS) materials, meets the rapidly-changing design and functional requirements of the portable electronics market with the first-time availability of full-color XANTAR[®] LDS grades, including newly-introduced full-color high practical impact strength, and chlorine- and bromine-free innovations.

The enhancement of Mitsubishi Engineering-Plastics' highly-successful XANTAR[®] PC and PC/ABS LDS portfolio to cover the complete color spectrum heralds a breakaway from the traditional blacks and grays of electronic parts. Combined with the range's versatility it creates virtually endless design opportunities for customers in the aesthetic- and function-driven application segments of mobile and smart phones, tablets, and ultra-thin notebooks.

At the same time, Mitsubishi Engineering-Plastics extends its full-color range with new developments focused on specific performance and environmental demands.

New XANTAR[®] LDS 3723 (PC/ABS) is specifically tailored to provide excellent practical impact strength, enabling non-black colored mobile phone housings or other hand-held telecom devices to pass the stringent industry drop or tumble tests.

New XANTAR[®] LDS 3733 (PC) supports flexible 3D-design possibilities for antennas with excellent signal performance; a key element in the successful development of cutting-edge designs and features.

The grade enhances the benefits of XANTAR[®] LDS 3723 (PC/ABS) with a second-to-none chlorine-free and bromine-free UL 94 performance of V-1 performance at 1.50 mm and V-0 at 3.0 mm.

“This innovative colored grade has proved a key discriminating factor in the realization of thin integrated GSM antennas in ultra-thin and light-weight notebooks and tablets, combining excellent impact strength with state-of-the-art flammability and first-rate plating performance,” comments Aaron Lin, Business Development Manager XANTAR® LDS at Mitsubishi Engineering-Plastics.

Mitsubishi Engineering-Plastics works closely with customers to achieve a customized balance of properties. The successful application of XANTAR® LDS materials requires the optimal combination of laser and metallization behavior, radio frequency properties, mechanical properties, outstanding surface appearance and long term stability.

“The developments in XANTAR® LDS materials clearly demonstrate the added value Mitsubishi Engineering-Plastics can provide as a development partner, and successfully supported us throughout the transformation process from design to final product”, says Mr. Sam Lin, Purchasing Director at WNC.

“The strong collaboration, both locally and globally, together with quick and agile material developments and dedicated support proved an important factor in our front-running innovative developments in these demanding high paced markets”, adds Ellen McMillan, Vice President Antenna Business Unit at Molex.

Francis van Vehmendahl, Global Business Development Manager at Mitsubishi Engineering-Plastics, comments: “A short time to market is of key importance, supported by customized materials that meet the challenging requirements of these segments. We will continue to invest in novel pioneering product technology extending beyond the already versatile PC and PC/ABS portfolio, to build pro-actively on our existing state-of-the-art know-how and support level. This will enable us to further expand and strengthen our global leadership position in high performance LDS materials that are already outperforming alternative materials.”

Laser Direct Structuring (LDS)

Diversification, styling, miniaturization and cost reduction are trends in portable electronics. LDS is becoming increasingly popular as the MID technology to enable an increased number of novel functions available inside appealing housings and covers, such as smart phones and notebooks. With LDS, tailored plastic materials are activated locally using a laser, and subsequently metalized exclusively in the activated areas, thus enabling a fast, highly flexible and 3D-design of for instance antennas in existing parts such as covers and frames.

Mitsubishi Engineering-Plastics

Mitsubishi Engineering-Plastics Corporation (MEP) was established in March 1994, following the consolidation of the engineering plastics businesses of Mitsubishi Gas Chemical Company, Inc., and Mitsubishi Chemical Corporation, thus creating a vital and responsive new player in this highly dynamic sector.

MEP is a leading supplier of engineering plastics and focuses on developing new materials to meet the changing needs of end users whilst at the same time supporting customers' product development activities. In all aspects of its operations, the Company is guided by the belief that building close partnerships with customers is the way to conduct business successfully.

MEP has the largest market share in polycarbonate resins in Japan and a flexible and integrated follow-up system in all regions and markets served.

As a leading engineering plastics manufacturer, MEP has pledged to reduce the environmental burden of its operations and prevent pollution, to protect the environment and provide products and services that meet the expectations of customers, stakeholders and society at large.

The MEP Portfolio includes XANTAR[®] Polycarbonate & Blends; IUPILON[®] Polycarbonate Resin; NOVAREX[®] Polycarbonate Resin; RENY[®] Polyamide MXD6 Resin; NOVADURAN[®] Polybutylene Terephthalate Resin; IUPITAL[®] Polyacetal Resin; IUPIACE[®] Modified PPE Resin; and LEMALLOY[®] Modified PPE Resin.

With the innovative and high-end polycarbonate XANTAR[®], MEP will strengthen its global position in polycarbonate. XANTAR[®] is currently mainly focused on the European market and DSM's Specialty Compounds plant in Genk, Belgium will be its toll compounder in Europe.

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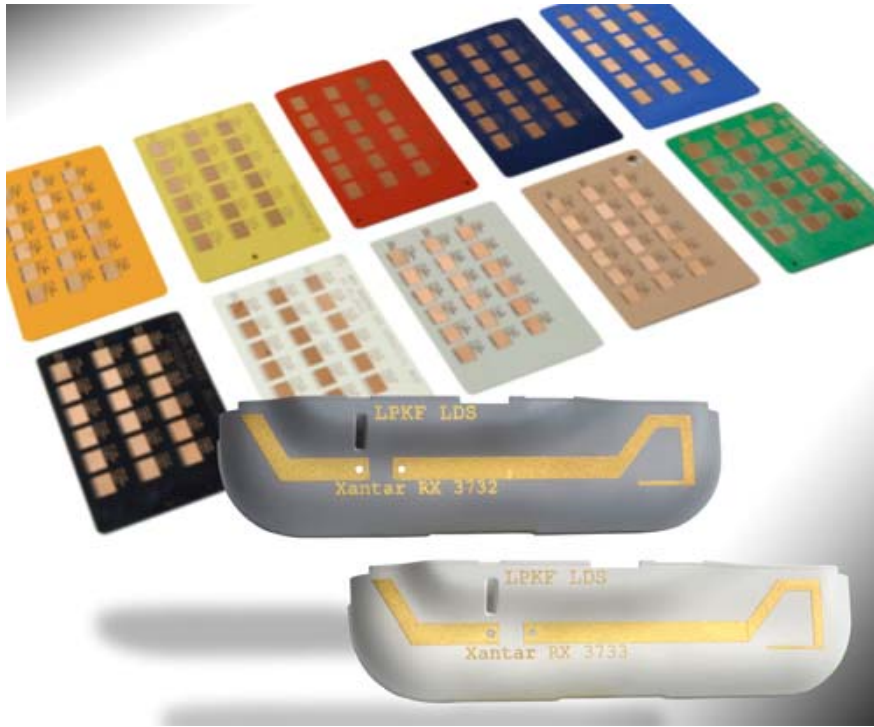
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www.PressReleaseFinder.com

Alternatively for very high resolution pictures please contact Nancy van Heesewijk,

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“The full color capability and excellent surface quality of Mitsubishi Engineering-Plastics’ versatile XANTAR® PC and PC/ABS LDS grades opens up endless aesthetic design possibilities for customers”. (Photo: Mitsubishi Engineering-Plastics: MEPPR008)