

Thermal Insight

The quarterly newsletter of Heller Industries



4th Quarter 2007

Highlights

- Frost & Sullivan recognizes Heller Industries
- Mark III and X-Box flux removal system
- Global markets, local consequences

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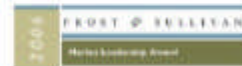
What's Happening

Welcome to the premier issue of *Thermal Insight*, the new quarterly newsletter of Heller Industries. Future issues will provide you with news and information on a complete range of topics including applications, developments and goings-on throughout our industry.

Heller Wins Distinguished Industry Award



Heller Industries has once again been awarded the Frost & Sullivan Market Leadership Award in the SMT reflow soldering equipment market. This prestigious award is given once every 3 years to the company that exhibits market share leadership through the implementation of superior market strategy. Heller has been honored with this renowned award twice in a row. The company was recognized for its excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategic development, technology innovation and methods of addressing changing market dynamics.



Wojtek Antoniak Joins Heller



Heller is pleased to announce the addition of Mr. Wojtek Antoniak to the Heller Team. Widely known throughout the industry from his previous position with ECD, Mr. Antoniak will be based in Singapore and will be responsible for sales management throughout Southeast Asia. He brings many years of experience in the electronics industry and will provide Heller with an exceptional level of support and professionalism in his role with the company.



Application Notes

New Mark III Demonstrates Superior Performance



The Heller Mark III Reflow System is increasingly meeting worldwide customer needs for their most demanding reflow applications. Featuring enhanced control of the liquidous time, profile sculpting and ultra fast cooling rates of up to 3-5°C/second, the Mark III Reflow System is ideal for reflow optimization and the formation of lead-free solder joints with perfect grain structure. The lowest cost of ownership is assured

by reducing nitrogen and electrical consumption by 50% and 40% respectively resulting in cost savings of \$15,000-\$18,000 per year. With superior thermal control and easy to use integrated Cpk software, the Mark III represents the most advanced reflow soldering system available in the electronics industry today. Don't just take our word for it...let our ovens do the talking. Send your boards to be profiled today and take the Heller challenge.

Getting the Flux Out – The X-Box Flux Removal System



The new Heller X-Box Flux Removal System, available on the Heller Mark III, dramatically reduces formation of flux residues within the heated tunnel. Use of the X-Box system increases maintenance intervals and reduces system downtime. The flux is captured in containers so it can easily be seen and quickly removed during off hours. Valuable production time is thereby "re-captured" due to the huge decrease in maintenance. Cost

savings of \$7,000-\$12,000 per year can easily be obtained. The X-Box system further adds to the proven return on investment (ROI) that the Heller Mark III Reflow System offers in conjunction with local support and a strong global presence from Heller factories in China, Korea and the USA.

Certified Pre-Owned Reflow Ovens



In addition to our fine line of new equipment, Heller is proud to offer certified pre-owned reflow ovens. These quality ovens are like-new demo, pre-owned or trade-in reflow systems that are factory refurbished, carry a 90-day parts warranty and offer outstanding value at excellent pricing. All ovens are lead-free capable, can be modified to suit your needs and can be installed by a factory certified technician. If you are looking for a certain

oven type or price range, contact us at H-BAY@hellerindustries.com to be put on our search list. You will be notified when a comparable model and price point becomes available.

To obtain more information on the Mark III Reflow System, X-Box Flux Removal System or quality pre-owned ovens contact your local Heller sales representative, who can be located via our website at www.hellerindustries.com or by calling your nearest Heller sales office.



Global Developments

Advanced Packaging Trends



By Marc Peo
President, Heller Industries

It is widely known that China's manufacturing capacity has rapidly expanded as globalization continues to shift increasing volumes of electronic production to the Asia Pacific region. At the same time, the rapidly growing market for handheld electronic products produced in Asia continues to drive the miniaturization of semiconductor devices, passive components and subsystems.

As yesterday's advanced package designs become today's assembly norm, advanced 3D packaging is beginning to replace traditional leadframe packages. More system-in-package (SiP) integration is emerging strengthened by wafer level technology. Multiple stacked die packages including package-on-package (PoP) and package-in-package (PiP) continue to emerge to meet the demand for greater circuit density and improved electrical performance.

The density of these advanced fine-pitch area array packages is continually escalating and in combination with increased paste-in-hole applications, will continue to challenge stencil printing and reflow technology alike for the foreseeable future. At Heller, we feel the best way to serve our customers is by providing consultative solutions to manufacturability problems and challenges. As we continue our research and development in these areas we will keep you advised of breakthroughs in both equipment and process.

Regional market conditions are influenced by technological, economic and globalization considerations.

Heller World Tour

Check your nearest location to see the latest Reflow Systems from Heller.



Productronica
November 13-16, 2007
Munich, Germany



Nepcon Japan
January 16-18, 2008
Tokyo, Japan



APEX, IPC Printed Circuits Expo
April 1-3, 2008
Las Vegas, Nevada



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Perspectives

New Japan Sales Office



Heller Industries is proud to announce the grand opening of Heller Japan with Mr. Masashi Ogami as the Managing Director of the new group. Headquartered conveniently in Osaka, this organization has been set up to assist in the efforts of our local agent Nippon ST Johnson as well as to provide Heller factory service for the Japanese market. Additionally, Mr. Ogami and his team will provide support for those Japanese customers outside of Japan in China, Vietnam and Thailand to ensure smooth communication and excellent support.

Partnership with Wah Lee



We are proud to announce the addition of Wah Lee Industrial Corp. to the Heller Agent Family. Wah Lee brings a solid reputation for strong sales and service support. With offices throughout China, Wah Lee is well positioned to handle the demands of the local market. We welcome them to the Heller Team.

New China Offices



Continuing our efforts to expand our global coverage and enhance our customer support, Heller has opened two new offices in Northern and Southern China. Strategically located in Chang An and Tian Jin, these facilities provide customer accessibility and quick response. Both locations have regional sales and service offices as well as spare parts depots to provide local customer service support.

If you have news or information you would like considered for inclusion in future issues of *Thermal Insight*, please send it to Marc Peo at mpeo@hellerindustries.com.