

FOR IMMEDIATE RELEASE

Contact: Steef Nuijens
Steef.Nuijens@alphaassembly.com

Alpha Assembly Solutions and Fairphone to Charter Study on Responsible Recycling

Somerset, NJ – April 25, 2018 – Alpha Assembly Solutions, the world leader in the production of electronic soldering and bonding materials, has joined forces with [Fairphone](#), the creator of the world’s first ethical, modular smartphone, to research and raise awareness on the challenges associated with sourcing recycled materials in the electronics industry.

“In an effort to continue the momentum of identifying and bringing some scalability to reuse/recycled metals in the electronics industry, Alpha and Fairphone will research and bring more transparency around the operational and sustainability challenges of sourcing secondary materials into your supply chain,” said Tom Hunsinger, Vice President of Marketing for Alpha Assembly Solutions, a part of the MacDermid Performance Solutions group of businesses. “This would continue a dialogue in the industry on responsible practices and provide more insight into the story behind recycled materials.”

Both progressive thinkers regarding sustainability in their respective industries, the collaboration between Alpha and Fairphone will lead to the development of best practices in the electronics space for recycle. "Fairphone has always been dedicated to inspire the industry to create fair products that put people and the environment first," said Miquel Ballester, Resource Efficiency Manager at Fairphone. "Our ability to work with a major assembly materials manufacturer, like Alpha, helps expanding a movement in the electronics industry that encourages transparency in the recycled materials and the reduction of electronics waste worldwide, putting us one step further in our goal to transition to the Circular Economy.”

Individually, each company has been successful at keeping [sustainable initiatives](#) top-of-mind. Alpha recently announced their ability to produce solder products made from 100% recycled tin, while Fairphone is consistently ranked highest on the [Guide to Greener Electronics](#),





published by Greenpeace USA. Both companies are interested in opening a discussion with other suppliers into the electronics industry on ways to move this program forward.

###

About Fairphone

Fairphone is a social enterprise that is producing a smartphone to inspire the industry to change. By making a phone, we're opening up the supply chain and creating new relationships between people and their products. We're making a positive impact across the value chain focusing on long-lasting design, fairer materials, good working conditions and reuse and recycling, while expanding the market for products that put ethical values first. Together with our community, we're changing the way products are made. For more information, visit fairphone.com.

About Alpha Assembly Solutions

Alpha Assembly Solutions, part of the MacDermid Performance Solutions group of businesses, is the world leader in the development, manufacturing and sales of innovative specialty materials used for electronics assembly, die attach and semiconductor packaging in a wide range of industry segments, including automotive, communications, computers, consumer, power electronics, LED lighting, photovoltaics, and others.

As the electronics industry continues to evolve, Alpha is focused on developing novel and unique processes for solving assembly challenges. Whether traditional electronics assembly, die attach or emerging applications, such as flexible and formable electronics, Alpha designs solutions for manufacturing that looks at how multiple products can interact in the same environment to provide customers with the most effective assembly solution for their application.

Since its founding in 1872, Alpha has been committed to developing and manufacturing the highest quality materials with a focus on sustainability and recycling services. For more information, visit AlphaAssembly.com.

© Registered Trademark of Alpha Assembly Solutions, Inc. ™ Trademark of Alpha Assembly Solutions, Inc.
© Alpha Assembly Solutions, Inc. 2018

