

FOR IMMEDIATE RELEASE:

RTV & TIM SILICONE GROWTH SURGE: SHIN-ESTU SILICONES EXPANDS STRATEGIC APPLICATION MARKETS WITH HIRE OF TIM MCCARTY (REGIONAL MANAGER) AND RACHEL TOTH (INSIDE SALES REPRESENTATIVE) FOR RTV & TIM GROUP.

Akron, OH—March 2020

Continuing their growth trajectory for demanding and innovative solutions for customers in growing RTV & TIM (Thermal Interface Material) market segments, Shin-Etsu Silicones of America, Inc. (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) recently announced the expansion of their RTV Sales Team. New to the group are Tim McCarty, Regional Sales Manager-RTV & TIM, and Rachel Toth, Inside Sales Representative-RTV & TIM.

These additions will allow SESA to penetrate deeper into traditional and expanding silicone RTV & TIM industries, with the key objective of promoting the benefits of both silicone material product offerings across multiple markets.

Tim McCarty: Regional Sales Manager-RTV & TIM

Working closely and reporting directly to Paul Alexander, National Business Manager-RTV & TIM, and Geoff Thyrum, Thermal Interface Material Business Development Manager, McCarty will focus on new opportunities in the Automotive, Electronics, and Assembly markets. With a heavy focus on the automotive sector, he will be based strategically out of Detroit to cultivate new and existing Tier One and direct OEM supplier accounts in North America.

A graduate of Central Michigan University with a Bachelor's degree in Broadcast & Cinematic Arts/Interpersonal & Public Communication, his professional history includes progressive posts at Wacker Chemical Corporation (Adrian, MI) as a Sales Manager, and Nexeo (Detroit, MI) as a Technical Sales Representative. Most recently, he worked as a Senior Account Manager at Lord Corporation (Cary, NC).



McCarty will now leverage his thirty-plus years of automotive sales and market development experience for new and innovative products from SESA. Core SESA TIM product series focus will be on greases, pads, gels, adhesives, gap fillers, encapsulants, and tapes. Notable effort will be on the SDP Gap Filler Series, which are two-part, room temperature cure, thermal interface gap filling materials that boast high thermal conductivity with a range of 6-9.5 W/m*k. The SDP series materials are ideal for cooling automotive electronics, power converters, LED lighting modules, communications modules, and other electronics. McCarty's RTV materials focus will include conformal coatings, and adhesives.

Within the automotive realm, McCarty will give particular attention to the evolving LiDAR (Light Detection and Ranging) market which is experiencing a boom of interest due to the expectation that it will be one of the main types of sensors to enable autonomous, or 'self-driving', cars. McCarty indicated that SESA's spotlight for LiDAR will be their silicone TIM visible light blocking encapsulants, UV curable, low modulus adhesives. McCarty will showcase these products at the ADAS Sensors 2020 Conference and Exhibition (The Henry Hotel, Dearborn, MI: April 1-2).



Rachel Toth: Inside Sales Representative-RTV & TIM

Strategically based in-house at SESA's Akron, OH headquarters, and reporting to Paul Alexander, National Business Manager-RTV & TIM, Rachel Toth is SESA's new Inside Sales Representative for the RTV business.



A graduate from the University of Mount Union with a Bachelor of Arts degree in International Business & Economics and a Bachelor of Arts degree in German, Toth also studied abroad for a semester at Leuphana Universität Lüneburg, Germany. She brings to Shin-Etsu a background in customer service and administrator support through her past positions at STG Electric Services (Macedonia, OH), AAA East Central (Niles, OH), and Winner Aviation (Vienna, OH).

With her international business studies and customer-service focus, this is Toth's first sales position. In this new role, she will be focusing on cultivating new and existing prospects. Her territory is unlimited in the USA for these accounts, and customer-service will be a vital focus of her in-house strategy via interfacing with customers through phone, email, and social media platforms.

While catering to the specific needs and requests of her prospective client base, Toth's focal point will be to drive the initiation stage of account development. Core SESA products in her strategic sphere will include UV Cure materials, mold-making, thermal materials, and sealants. Another notable target will be the growing wearables sensor market (medical, fitness, biometrics, etc.) for devices in the initial stages of development.

RTV & TIM Expansion/ Conclusion:

According to SESA's North America Marketing Manager, Eric Bishop, "Shin-Etsu Silicone's high-performance RTV and TIM silicone products can meet a wide variety of needs—offering outstanding high and low-temperature resistance, weather resistance, and electrical properties. The addition of Tim and Rachel's diverse expertise to the team, will allow us to aggressively promote our complete thermal line in growth market segments including electronics, automotive, LEDs, moldmaking, etc."

For more detailed information, visit the Shin-Etsu Silicones web site at: www.shinetsusilicones.com

You may also contact Tim McCarty directly via email at: tmccarty@shinetsua.com

You may also contact Rachel Toth directly via email at: rtoth@shinetsua.com



CORPORATE PROFILE: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu's premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.

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