

# Get Ready World. Here we come.

By Dan Beaulieu

1. Most of the companies I spoke to have done better than expected. They have maintained their sales and revenue levels. There were some dips to be sure but they were shallow and now as we come to the end of June business seems to be picking up slightly. Let's call it cautiously optimistic.
2. Talking to my PCB designer and engineering friends, I am hearing that there is a great deal of innovation going on. In medical electronics where new products are literally being invented daily and the demand continues to grow, but in ordering products as well. Some of it is pandemic based, like automatic door openers to fast sterilization devices, but also in other industries from communications to personal devices.
3. In terms of actual PCB technology, thermal management is getting hot (pun intended) especially with the all-electric vehicles being introduced into the marketplace. Most PCB fabricators are looking for more CTE material solutions. Also, watch out for flex market growth.
4. Time to market is getting faster than ever, with companies offering a complete synergistic solution from design and fabrication, and assembly requirements are skyrocketing.
5. Look for even more significant growth in the LED market as new and innovative uses for this technology continues to reach into the future from security to defense to agriculture, all focusing their future on LED's and Micro-LED's.
6. And finally, one thing I learned from everyone I talked to the past few weeks, business will not be business as usual. Every company has an established safety protocol from the way they are letting people enter their business to social distancing requirements. By trying to keep everyone safe companies everywhere are being more careful when it comes to allowing people into their facilities.

This is something that the team at Taiyo America takes very seriously. Since most of our customer visits are consulting calls where we are focused on helping you develop a new technology, learn about a new product or conduct some problem solving, our visits to your company can be deemed "essential" to the success of your business. Being aware of that, we are ready and more than willing to follow all of the proper procedures to make sure that your company is always safe, especially when you are working closely with us. The team at Taiyo is ready and willing to meet your needs; we are there for you with Unmatched Innovation!