

Interview

Nihon Superior Co. Ltd— Watanabe Daisuke

In an exclusive interview with Global SMT & Packaging, Watanabe Daisuke, managing director, Nihon Superior spoke about the SN100 products and the advancements the company is making to its existing products.



What products of Nihon Superior were on display at the EFY Expo in New Delhi?

In addition to promoting our Lead-free Solder SN100c series in the last few years, we have added some more environment-free product such as Halogen-free products, which are second generation, and completely Halogen-free solder paste and flux cored wire. The EFY EXPO was a right platform to exhibit our products at this time.

Nihon Superior taps new markets with its lead-free soldering materials



Is the company making new additions to its expanded range of SN100C products?

We have new Solder Paste SN100C P810 which is for reducing voids. Today, the technologies of high density packaging and minimization of modules are advancing rapidly. As a result, the amount of solder used per joint is substantially decreasing. Components that generate high heat such as Power LEDs conduct heat through their thermal pads soldered to PCBs. When voids emerge in such soldered joints, the efficiency of heat conduction largely decreases. SN100C P810 was developed under the concept of reducing voids in order to maintain the efficiency of heat conduction, forming reliable joints.

Are you coming out with any new solder alloy design for challenging applications in electronic assemblies?

We launched the SN100C advantage series which are solder paste and sphere lately, and these are targeted more at micro soldering. The SN100C is a smooth, shiny fillet with no shrinkage defects, high ductility and stable intermetallic with consequent superior performance under vibration, and impact loading. In the case of micro soldering, due to reducing solder volume, SN100C advantage series retained the SN100C character and has enhanced SN100C performance.

Nihon Superior Co. Ltd., a supplier of advanced soldering materials to the global market, has been aggressively promoting its lead-free soldering materials. At the recently concluded Electronics For You (EFY) Expo 2012, held at Pragati Maidan, New Delhi, Nihon Superior displayed its SN100c series products.

The company recently also received a 2012 NPI Award in the category of Soldering Materials for its SN100C (551CT) Flux-Cored Solder Wire.

Tell us more about the Solder products.

Solder has a very long history. It has supported many industries although it has not been a much highlighted industry so far. Because of lead-free solder, the solder industry is seeing good business in the last few years and we are taking the next step to support the future growing industries. As an overseas branch office, we are facing a lot of challenges. We need to initiate and provide solutions to our local customers. Thus, we are enhancing coverage of service and technical support such as providing presentation, training, evaluation support, quality defect analysis and reliability test support and so on.

Nihon Superior in 2011? What are the company's plans and projections for 2012?

As for 2011, it was a very eventful year in many ways. However, with our customers being affected by the Japan earthquake, Thailand flood and the slowdown of European economy and so on, even we were affected with our shipments being irregular compared to previous years. Further, we were also affected with the fluctuation in raw material price such as the tin price. We are hoping to recover this year, and increase the business, especially in growing industries such as Energy Storage and Conversion. However, it could be a bumpy journey ahead this year.

—Usha Prasad