

Totech Super Dry^R Signs up Fine Pitch Products in Texas and the Southwest



Totech Super Dry^R, MSD handling specialist and manufacturer of ultra-low humidity storage and drying equipment, announced the appointment of Fine Pitch Products as exclusive sales representatives within their new Americas distribution network. Led by industry veteran Bill Torenko, Fine Pitch will represent Totech across the states of Texas, New Mexico, Colorado and Arizona.

Totech (www.superdry.info) previously announced the restructuring of its Americas organization with the formation of Totech Universal and the appointment of Protean Marketing to manage the new company. Manufactured by Totech of Japan and Totech EU in Europe, the Super Dry^R product line directly addresses the increased dangers from inherent moisture levels in stored components, PCBs and subassemblies causing failures, especially at higher Lead-Free solder reflow temperatures.

Protean Director Richard Heimsch commented, “Fine Pitch Products provides an ideal fit with the Totech business model. Bill’s decades of previous success in the industry is the result of a well executed blend of advanced technology and customer-centric attention to detail. Our new organization in the US offers a more extensive and advanced performance range of products than was previously available that stretches the historic bounds of MSD handling alternatives.”

The new company, Totech Universal, Ltd, (www.superdry.info) replaced Totech America which no longer sells authorized Totech products. The new organization is ideally positioned to assist manufacturers combat assembly process failures in Moisture Sensitive Devices (MSDs) with its latest Super Dry^R cabinets and Moisture

Barrier Bags – a range that comprises dozens of cabinet models, sizes and configurations. Of particular relevance to today’s electronics manufacturing market are the HSD Series and brand new XSD Cabinet series which surpass all other industry RH performance levels and offer the opportunity for accelerated, oxidation free drying as well as storage. All deploy self-regenerating desiccant, widely regarded as the safest, most reliable, energy-efficient and virtually maintenance free dehumidifying technology available.

-ENDS-

About Totech Super Dry^R

Delivering globally to the world’s top tier OEM and EMS companies, and manufacturing in Asia and in Europe, Totech Super Dry has become the industry measure for ultra low humidity storage cabinets. Proper control of moisture sensitive devices (MSDs) per IPC and JEDEC standards has become more critical than ever since the introduction of lead free and its higher reflow temperatures. Boasting now less than 1% relative humidity control and the fastest recovery times, Super Dry cabinets are available in a wide range of sizes and configurations, all with certified performance control measures.

Company Contact	Agency Contact
Richard Heimsch Totech Superdry 600 N Kingsbury #1901 Chicago, IL 60610 USA	Helena Osborn Unit 1, Cutbush Court Danehill Lower Earley Reading, RG6 4UW UK
Tel: +1 312 513 3513 Email: rich@heimsch.com www.superdry.info	Tel: +44 1189 759880 Email: helena.osborn@protean.co.uk www.proteanmarketing.com