

## Florian Roick to Assume Role of Electronics Equipment Strategic Product Manager at LPKF

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### LPKF

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Garbsen, Germany; January 2017: Florian Roick will be taking on a larger role as Strategic Product Manager at LPKF. From January 1, 2017, he will be responsible for the laser systems and processes for Laser Direct Structuring (LDS). These systems are used for producing high-precision, fine 3D traces on plastic parts in MID projects and IC packaging.

With a Master of Science degree specializing in laser physics and as Strategic Product Manager for the PCB and SMT market at LPKF, Florian Roick is a proven expert in the use of lasers in electronics fabrication.

"The topic of IC packaging is a new field for us. LPKF has developed very interesting and unique solutions for this. Positioning them in the market is an exciting task," says Roick. He adds: "But also in the 'classic' segment of processing of PCB materials, our customers have completely new options, such as the new LPKF MicroLine 5000 laser drilling system, available to them. 2017 will be a year of innovation."

Florian Roick has worked at LPKF in Garbsen for the last ten years. He had gained his experience working as a product manager for stencil laser systems.

### About LPKF

LPKF Laser & Electronics AG manufactures machines and laser systems used in electronics fabrication, medical technology, the automotive sector, and the production of solar cells. Around 20 percent of the workforce is engaged in research and development.