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FOR IMMEDIATE RELEASE

*New NanoMarkets Report:*

## **Smaller Electronic Devices Create Growing ESD Problems for Manufacturers and End Users**

### **\$8 Billion at Risk as Need Increases for Anti-Static Flooring**

Watertown, MA, May 25, 2010—Smaller electronic components are creating greater risks for electronics manufacturers and mission-critical operations. That is the upshot of a dramatic new study from NanoMarkets regarding the growing “invisible threat” of ESD (electrostatic discharge).

According to NanoMarkets, a leading analyst in the electronics industry, as electronic parts in computers and other devices become more powerful, circuits also become much smaller, moving from micron-sized to microscopic nano-sized. This continued miniaturization reduces the room available for on-chip static protection. As a result, billions of dollars are at risk if factories and end users of electronic equipment don't protect their environments with anti-static products such as fault-tolerant, static-control rubber flooring.

The report asserts that the increased vulnerability of electronics, including handheld devices, has significantly increased the demand for better ESD products in the semiconductor industry, with sales of ESD products expected to exceed \$8 billion by 2015.

In response to the report, industry sources such as the ESD Association state that this trend has particular implications for flooring applications that need to be fault-tolerant (with guaranteed ESD production) in environments such as electronic manufacturing plants, call centers, data centers, server rooms, labs, flight control towers, hospitals, the government sector, and other industries.

#### **A Perfect Storm**

“This is a perfect ESD storm that can have devastating consequences to the semiconductor industry and mission-critical environments,” says Dave Long, president & CEO of Staticworx, the nation's largest supplier of ESD flooring, and a company featured in the report. “Electronic devices, once capable of withstanding several hundred volts of static electricity discharge, can no longer handle 50 volts. So it takes much less to zap them than ever before.”

Long adds, “Without the correct anti-static flooring in place, organizations risk significant damage and lost revenue due to equipment failure, downtime, low production yields, missed communication signals, data corruption, and expensive warranty claims.”

Long cites “the inevitable continuation of Moore’s Law,” which maintains that the number of transistors placed in integrated circuits has doubled every year for the last 40 years. “This trend will only make the problem intensify,” he says.

### **Faulty Specs, Costly Errors**

Of particular concern are the numbers of static-control floors in multiple environments that are installed without consideration of charging properties, according to Ted Dangelmayer, CEO, Danglemeyer Associates, a leading analyst in the ESD industry.

“There is a growing need for fault-tolerant products that provide Class-0 ESD protection,” says Dangelmayer. “Class 0 ESD devices are driving the need for ESD flooring that is both conductive and low-charging. This combination is essential for Class 0 manufacturing to minimize the risk of human error. For instance, certain rubber ESD flooring will maintain walking voltages below 500 volts even if you fail to use special footwear.”

According to Dangelmayer, Staticworx’s EC Rubber, as recognized by MIT Lincoln Laboratory and *ESD Journal*, is the only resilient flooring material that provides Class-0, fault-tolerant protection by inhibiting static generation on people wearing any type of footwear. This is critical, he believes, because it is necessary to anticipate the possibility of human error and employees failing to wear static-protected footwear.

### **Need for Due Diligence**

Also of concern is what Long calls a “disconnect” among manufacturers, distributors, architects, subcontractors, and customers. “Miscommunication leads to misdiagnosis, which leads to costly problems that are often discovered after it’s too late,” says Long.

“Most ESD problems aren’t controlled through product design. The best way to avoid needless investments and future headaches is to perform due diligence, get sound technical advice, and make the right flooring choice.”

To view excerpts of NanoMarket’s report, *ESD Products and Materials: Markets and Opportunities*, visit [www.nanomarkets.net](http://www.nanomarkets.net).

For related material, visit [www.staticworx.com](http://www.staticworx.com).

For more information about the ESD Association, visit [www.esda.org](http://www.esda.org).

For more information about Ted Dangelmayer and Dangelmayer Associates, LLC., visit [www.dangelmayer.com](http://www.dangelmayer.com). For more information about the “Perfect ESD Storm” by Ted Dangelmayer, visit [www.esda.org/symposium](http://www.esda.org/symposium) (Sunday, October 3 - 2010 EOS/ESD Symposium Program).

*Staticworx, Inc., named the third fastest-growing private company in Massachusetts, is North America's largest manufacturer of electrostatic discharge (ESD) flooring products that protect work sites with customized, static-free solutions. Based in Watertown, Mass., Staticworx has warehouses on both coasts and is factory-direct. Comprehensive flooring options include rubber, vinyl tile, carpet, epoxy, and adhesives. All products meet international standards, are environmentally friendly, and come with lifetime warranties. Start-to-finish services include ongoing access to technical support. Known as problem-solvers and educators, Staticworx streamlines the supply chain, working directly with contractors and end-users to provide accountability. The company has won many industry accolades and has served thousands of customers with experience that spans 30-plus years. For more information, visit [www.staticworx.com](http://www.staticworx.com).*

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