



## PRESS RELEASE

**March 7, 2016, Rochester, New York.**

### **Hover-Davis to demonstrate new feeder solutions at APEX IPC Expo in Las Vegas.**

Hover-Davis, the global leader in the design and manufacture of electronic component and media delivery solutions, will be exhibiting a host of feeder solutions in booth # 2441 at APEX IPC Expo in Las Vegas on March 15-17.

Known as The Feeder Company, Hover-Davis will demonstrate its expanded suite of proven component feeders available for custom automation machine applications. New SA Series Automation feeders utilize the company's proven SSF feeder technology and architecture to enable a wider range of interface and control capabilities, including an advanced ASCII communication protocol, lower profile form factor and an optional SAFP Robotic Interface module for simple drop-in integration.

"For years automation integrators have been thrilled to partner with Hover-Davis to utilize our proven component feeders in their custom assembly machines rather than designing their own custom feeders. Our new SA Series Automation feeders now raise the bar even further and enable more integration flexibility and control options, particularly when smaller form factor or higher level of performance is required. We're in a unique position to leverage our range of top performing, American made component delivery solutions for custom machine applications with full design integration support", states Hover-Davis Business Manager, Chris Fletcher.

Hover-Davis will also feature its range of well-known and highly regarded SSF Series SIPLACE replacement feeders, MP Series feeders for Panasonic CM & NPM machines, and its latest AXIUM Series label and media presenters.

Visit Hover-Davis at APEX IPC Expo in Las Vegas and see its impressive range of feeder solutions.

#### About Hover-Davis:

With two decades of technology development, engineering and manufacturing experience, Hover-Davis provides ultra-reliable and serviceable component, label and semiconductor feeders for custom automation and most major SMT platforms, including those from Universal Instruments<sup>®</sup>, Fuji<sup>®</sup>, Panasonic<sup>®</sup>, SIPLACE<sup>®</sup>, JUKI<sup>®</sup>, MYDATA<sup>®</sup>, YAMAHA<sup>®</sup>, Samsung<sup>™</sup>, Europlacer and Assembléon<sup>®</sup>. Located in Rochester, New York, Hover-Davis was founded in 1989.

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