



PRESS RELEASE

September 12, 2017, Rochester, New York.

Hover-Davis and Nortec to demonstrate new feeder and identification solutions at SMTAI.

Hover-Davis, the global leader in the design and manufacture of electronic component and media delivery solutions, will be exhibiting its latest feeder and identification solutions in Universal Instruments' booth # 223 at SMTA International Electronics Exhibition on September 19-20 at the Donald Stephens Convention Center in Rosemont, Illinois near Chicago.

Known as The Feeder Company, Hover-Davis will demonstrate its expanded suite of proven surface mount component feeders, including its proven SSF Series feeders for SIPLACE machines, MP Series feeders for Panasonic CM and NPM machines, and its newest SA Series feeders for special automation machine applications. All Hover-Davis electric motor drive feeders utilize the company's original design technology that improves pick rates, reduces load times, eliminates the need for routine feeder maintenance and calibration, and ultimately improves utilization.

Hover-Davis will also demonstrate its state-of-the-art AXIUM Series label and media feeders - the most flexible solution for placing labels, masks and other materials automatically with existing SMT pick and place equipment. After first introducing its revolutionary label feeders more than 10 years ago, the company's third generation AXIUM Series feeders are designed with adjustability to automate a wide range of labels and similarly packaged materials for ultimate flexibility without adding additional line footprint. AXIUM feeders are available for most industry SMT machines.

New this year, Hover-Davis has partnered with Nortec to provide Americas customers with a complete identification solution. Hover-Davis is now offering Nortec premium auto-apply labels and masking materials bundled with AXIUM Series feeders as a single source solution. Hover-Davis handles the up-front application review and testing process directly with Nortec. Customers enjoy a complete turn-key solution, including the appropriate auto-apply materials that are designed for the automation process using Hover-Davis feeders.

In addition to ISO9001:2015 certification, Nortec was recently awarded certification for automotive standard IATF 16949:2016. Nortec is also at the forefront of laser marking technologies, including a special label material that can be serialized with in-line laser marketing equipment.

Hover-Davis is proud to partner with Nortec, the industry leader in label and traceability technologies and solutions for a wide range of high reliability and harsh environment applications.

Visit Universal Instruments' booth 223 at SMTA International Exhibition in Rosemont, Illinois to see the latest solutions from Hover-Davis and Nortec.

About Hover-Davis:

With over 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®, Fuji®, Panasonic®, SIPLACE®, JUKI®, MYDATA®, YAMAHA®, Samsung™, Europlacer and Assembléon®. Located in Rochester, New York, Hover-Davis was founded in 1989 by John Hover and Peter Davis. Hover-Davis is currently an ISO9001:2008 certified business unit of the Universal Instruments Corporation.

About Nortec, AMI:

For nearly 30 years, Nortec has been a leading supplier of total ID solutions, specializing in auto-apply products that can withstand extreme and harsh environmental challenges using an innovative approach in ID management. Based in Israel, Nortec has a deep history of technology development. Nortec products are successfully used in numerous industries such as electronics, medical, aviation, energy, military, automotive, security and more. Nortec's auto-apply labels and materials are Hover-Davis certified for automation with AXIUM feeders. Nortec is ISO9001:2015 and IATF 16949:2016 certified. Visit Nortec's new website at www.nortecid.com.

Hover-Davis Contact:

Phil Bly, Business Development Manager

Phone: +1 (585) 352-9590

E-Mail: Sales@HoverDavis.com

Web: HoverDavis.com