



Press Release

New Owners, New Location Brings New Opportunities for LPMS USA

February 13, 2017 – LPMS USA may have new owners, but they come with more than 40 years of combined electronics experience. Brian Betti and Michael Pierce purchased the Chicago-based, low pressure molding equipment manufacturer late last year, maximizing on their extensive knowledge of low pressure molding technology and the significant growth for the hot melt market segment.

“From a developmental side, I’ve seen hot melt technology advance into many new, exciting and demanding applications that weren’t even considered 10 years ago,” said Pierce, LPMS USA Vice President of Engineering. “And, from a sales perspective, I’ve seen the steady growth of the market as the technology becomes more widely used. It’s exciting, now, to help grow the market even further from an equipment side and familiarize our customers with the advantages of low pressure molding in their manufacturing processes.”

More than 15 years ago, Betti and Pierce met at a customer site, where each sold competing encapsulation technologies for different business units within Henkel Adhesive Technologies. Pierce promoted low pressure molding materials and won the business. Soon after, Betti introduced Pierce to the electronics team at Henkel, and the two have had a long-lasting friendship ever since.

In addition to the new ownership, LPMS USA has a new location. The fully functional facility now supports dedicated space for engineering, equipped with mold set and tooling equipment, operations, contract manufacturing, a showroom, and a large warehouse to store equipment and materials. The new, optimized space will provide more flexible service options, including collaborative prototyping and quick equipment and materials delivery.

Betti and Pierce give credit for their new career paths to Henkel, where the two were introduced to hot melt materials and developed the foundational knowledge for the technology.

“It’s always been a personal goal to own a business and to be able to do that and maintain a close partnership with Henkel is ideal,” said Betti, LPMS USA President. “It’s exciting to leverage my past

experience to embark on this new endeavor in such a high-growth market. Henkel provided us with a great platform that we now will use to propel LPMS USA.”

Betti has been in the electronics industry for 22 years, 18 of which have been at Henkel, in several roles, including sales, business management and global business development. Over the last 13 years, Betti has been closely involved with low pressure molding, promoting the innovative technology solution.

Pierce, a chemist, started his Henkel career in the hot melt industry manufacturing plants as a process engineer before moving into product development. In 2004, he transitioned into a sales role within Henkel’s electronics business, focusing on the TECHNOMELT line of low pressure molding materials.

For more information or to schedule an appointment to visit LPMS USA’s new facility, call 800.353.7773 or send an e-mail to sales@lpms-usa.com. Details about LPMS USA’s complete line of low pressure molding systems is available at lpms-usa.com.

About LPMS USA

Founded in 2012, LPMS USA is a global leader of low pressure molding equipment solutions and an exclusive partner of LPMS International. LPMS USA offers a complete turnkey solution from collaborative engineering and prototyping; to a wide range of equipment offerings, including handheld, tabletop units and advanced in-line automated platforms; to full-service contract manufacturing and material distribution. LPMS USA is ITAR compliant and an authorized distributor of Henkel TECHNOMELT materials.

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