



EcoBrand

The Ultimate Connector To Protect Your Brand

Protecting a brand is becoming more and more difficult.

In today's market, counterfeit could create serious damage to the brand and reputation, more particularly in high-value or luxurious products. The end-customers trust their preferred Brands in the authenticity and integrity of the products they purchase. Brands therefore need to ensure that each product they deliver is genuine.

Linxens has developed the **EcoBrand** product range to ensure the authenticity of products. With its minimal size, the innovative **EcoBrand** connector can be inserted within the product's smallest possible space, allowing to connect the Secure Chip which will determine the product's authenticity.

To make this happen, the R&D of Linxens has selected the thinnest base material of **75µm Epoxy Glass** and **only 18µm copper** which allow us to obtain a module thickness of **350µm maximum**, and thus easing the integration of the connector in the end-product.

Key Features

- Thinnest total thickness manufacture
- 3-pad connector suitable for SWI (Single Wire Protocol) secure chip
- Robust plating protection to support 500 insertions in the connector

Typical Product Design

Part number	Dimension	Up per 35mm width	Max Chip Dimension	Number of connection	Total module thickness
9X65101	2.6 x 3.0 mm	6	1.2 x 1.2 mm	3 pads	350µm

Linxens offers chip module assembly on **EcoBrand**, for further information please see the Module Packaging Services datasheet.

To meet specific requirements, feel free to contact Linxens for any requests of tailor-made solutions.

MICROCONNECTORS



Material

- Film base: 75µm Standard Epoxy Glass
- Adhesive: High temperature modified Epoxy MCHT
- Copper: ED18µm

Thickness

- Total: 113µm ± 22µm
- **Plating Thickness**
 - Contact side:
 - Ni: 3.5µm ± 0.5µm
 - Au: Nano protection
 - Back side:
 - Ni: 5 (-2 +3) µm
 - Au: 0.25 (-0.10 +0.20) µm

Plating performance

- Up to 500 insertion cycles
- Standard corrosion resistance

Application

- Brand protection
- Product authentication
- Genuine certification of products