PEM® SOLUTIONS FOR CONSUMER ELECTRONICS

175 PEM® Parts Help Make their Most Powerful, Versatile Laptop a Reality

OVERVIEW
Customer: Global Consumer Electronics OEM
Application: Portable Laptop Chassis
PEM® Solutions: TackSert®, ZackSert®, MSIA™, SMTSO™, MSOS™, Micro Screws

When innovation calls, PEM® fastening solutions answer. That’s exactly what happened when our customer, a leading global technology company, set out to design their most revolutionary laptop product to date.

CUSTOMER VISION
Create a boundary-pushing product design with Versatility In Application and Power In Performance that seamlessly transitions from Standard Laptop to Touchscreen Device to Digital Canvas.

Standard Laptop
For the worker or student – office tasks

Touchscreen
For the gamer – gaming or watching videos/TV

Canvas
For the artist – drawing, writing, other creative uses

New product design also includes a pen that magnetically attaches to laptop for storage and charging.

CUSTOMER CHALLENGE
• Eliminate machining and tapping as acceptable attachment methods for laptop assembly (frequently used in old laptop designs)
• Reduce material waste generated by traditional machining methods
• Minimize costs by using new attachment methods
• Design and develop the new product during the height of the global COVID-19 pandemic

PEM® SOLUTIONS
For more than a decade, the innovative PEM® TackSert® was used by the customer as a key fastening component in other laptops in the same product line.

With the launch of their new laptop – hailed as their most powerful and innovative ever – new fastening innovations were needed to achieve the product’s sleek design and compact functionality.

• 29 Part numbers
• 175 PEM® parts per device
• PEM® Solutions – TackSert®, ZackSert®, MSIA™, SMTSO™, MSOS™, Micro Screws

RESULTS
Since launching in 2021, the new product has received rave reviews for its quality product design, flexible screen, and excellent pen performance.

• Reduced machining
• Lower manufacturing costs
• Elimination of screw issues caused by soft threads in tapped toles
• Improved performance

This product would not have been possible without the support and solutions provided by PennEngineering® and PEM®.

– Customer’s Lead Project Engineer

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