



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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