# PRESS RELEASE

**Würth Elektronik expands its portfolio in the field of FPC connectors**

**Invaluable for Ribbon Cables**

Waldenburg (Germany), June 29, 2022—Reliable retention for ribbon cables and flexible PCBs: “[WR-FPC 1.00 mm SMT ZIF Horizontal Back Locking Dual Contact](https://www.we-online.com/catalog/en/WR_FPC_1_00_MM_ZIF_BACK_LOCKING_DUAL_CONTACT)” and “[WR-FPC 0.50 mm SMT LIF Horizontal Dual Contact](https://www.we-online.com/catalog/en/FPC_0_5_SMT_LIF_HORIZONTAL_DUAL_CONTACT)”. Both share a high level of protection against wear and loosening of the connection with their dual contact and securing points. The latter is of particular interest for slender connectors used with 0.5 mm pitch cables, which secures according to the LIF principle (Low Insertion Force) without locking—only with the spring tension of the contact.

WR-FPC 0.5 mm LIF is available in versions with 6 to 24 pins, WR-FPC 1.00 mm ZIF with 4 to 22 pins. A special feature of the space-saving ZIF (Zero Insertion Force) connector is the locking mechanism on the back. This is a very popular solution, as there is no need to work with a lock on the cable side.

Both connectors are intended for automatic surface assembly. Additional solder pads are provided to make the small LIF connector for 0.5 mm pitch applications more mechanically secure on the PCB.

Würth Elektronik now offers these and many other ribbon cable solutions from stock, also in small quantities. Free samples can be requested.

**Available images**

The following images can be downloaded from the Internet in printable quality: <https://kk.htcm.de/press-releases/wuerth/>

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| Image source: Würth Elektronik  **WR-FPC 1.00 mm SMT ZIF Horizontal Back Locking Dual Contact** | Image source: Würth Elektronik  **WR-FPC 0.50 mm SMT LIF Horizontal Dual Contact** |

About the Würth Elektronik eiSos Group

Würth Elektronik eiSos Group is a manufacturer of electronic and electromechanical components for the electronics industry and a technology company that spearheads pioneering electronic solutions. Würth Elektronik eiSos is one of the largest European manufacturers of passive components and is active in 50 countries. Production sites in Europe, Asia and North America supply a growing number of customers worldwide.

The product range includes EMC components, inductors, transformers, RF components, varistors, capacitors, resistors, quartz crystals, oscillators, power modules, Wireless Power Transfer, LEDs, sensors, connectors, power supply elements, switches, push-buttons, connection technology, fuse holders and solutions for wireless data transmission.

The unrivaled service orientation of the company is characterized by the availability of all catalog components from stock without minimum order quantity, free samples and extensive support through technical sales staff and selection tools.

Würth Elektronik is part of the Würth Group, the world market leader for assembly and fastening technology. The company employs 8,000 staff and generated sales of 1.09 Billion Euro in 2021.

Würth Elektronik: more than you expect!

Further information at www.we-online.com

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