

StaticStop Brings The ESD Flooring Conversation to SMTA's Empire Expo

News-Press Release

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Summary

Static electricity may be invisible. The damage it can cause, and the downtime that can follow, certainly is not. StaticStop, a division of SelecTech, Inc.

Message

Henrietta, NY and Avon, MA, September 1, 2026 -- Static electricity may be invisible. The damage it can cause, and the downtime that can follow, certainly is not. StaticStop, a division of SelecTech, Inc. will bring that conversation., to SMTA's Empire Expo & Tech Forum on Tuesday, Sept. 22, 2026. The event will take place at the RIT Inn & Conference Center, 5257 West Henrietta Road in Henrietta, New York, from 8 a.m. to 4 p.m. "The best time to talk about ESD flooring is before static or a worn-out floor becomes a production problem," said Thomas Ricciardelli, president of SelecTech, Inc. "The Empire Expo gives us a chance to hear what manufacturers are dealing with and show them flooring options that protect sensitive equipment without turning installation into a major shutdown." For facilities that cannot afford lengthy downtime, StaticStop offers adhesive-free, interlocking ESD flooring options such as SelecTile ESD and FreeStyle ESD. The tiles can be installed over many existing hard flooring surfaces and put down in phases. That can mean less demolition, less subfloor preparation and less disruption to production. Installing the floor is only part of the job. StaticStop also conducts testing before and after installation to help confirm that the flooring performs as intended. StaticStop products are designed for electronics manufacturing, aerospace, defense and other environments where one unexpected static discharge can create a very expensive problem. Empire Expo attendees are invited to talk with the StaticStop team about ESD flooring selection, installation planning, maintenance and testing - or simply bring along their toughest flooring question. Attendee registration includes access to the expo, technical presentations and a complimentary lunch. To request a sample of StaticStop ESD products, call 508-583-3200 or visit www.staticstop.com/contact. For event information and registration, visit <https://smta.org/event/Empire2026>. About SelecTech, Inc.: SelecTech, Inc. is a leading manufacturer of innovative commercial flooring solutions for specialty applications such as ESD flooring, laboratory flooring and heavy-duty industrial applications, made from recycled materials. Founded in 1993 with the mission of creating valuable products from scrap plastics, the company uses more than one million pounds of recycled materials annually. Its products are made with up to 100 percent recycled content, are 100 percent recyclable and can be installed without adhesives. SelecTech's patented interlocking flooring technology enables faster installations with less downtime, reduced labor costs, minimal odors and limited disruption to ongoing operations. The company manufactures the FreeStyle BioLock laboratory flooring line, FreeStyle commercial flooring systems and the StaticStop ESD flooring collection. SelecTech is headquartered at 33 Wales Avenue, Suite F, in Avon, Massachusetts. For more information, visit <http://www.selectech.com>. About SMTA: SMTA is an international association for electronics engineering and manufacturing professionals. The organization connects members with local, regional and global communities of experts and provides access to technical education, research and industry events. For more information, visit www.smta.org.

Contact Information

Steven Dubin

PRPocket.com

7815821061

sdubin@prworkzone.com

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