

New visual designs for automotive decoration

Fuerth and Duesseldorf, 24 October 2007: The stamping foil manufacturer Kurz will be at K 2007 to present current and new, creative design ideas for automotive applications. Kurz is a specialist in the hot stamping, Inmold decoration (IMD) and insert molding decoration processes and will be demonstrating all three of these finishing technologies at K 2007. Trade fair visitors will discover how the same designs can be achieved in a variety of processes, allowing automotive parts to be decorated in a cost-effective manner while providing them with a well-balanced appearance.



Photo: Kurz

Visually superior thanks to a mix of processes

One of the new visual effects is a combined wood and chrome design that has been created using separate processes. For the decoration of door trims, Kurz has employed a combination of technologies to achieve special design effects. The door trims were first covered with a wood design using the IMD process, then partially over-stamped with a metallized hot stamping foil. The hot stamping runs along the convex section and the result is a strikingly realistic appearance of a wooden trim with chrome mounting.



Photo: Kurz

The wood design of this door trim was inmold decorated, the chrome design hot stamped.

A similar effect could also be achieved using an IMD single-image foil with a combined wood and chrome design. In this case, however, a design groove would need to be integrated into the part geometry in order to ensure register accuracy during laminating.

A print-ready version of the photos is made available in the file "photos".

The issue with that is the metallized part of the single-image design wouldn't match as closely to the convex section of the trim as the hot-stamped continuous design. By combining the hot stamping and IMD processes, the design groove becomes unnecessary, eliminating this troublesome dirt trap and creating a more refined look. A further advantage: the two continuous design foils are more cost-effective than a corresponding single-image foil with the combined design that is expensive to produce.

Chrome foils with optimized processing characteristics

Automotive parts that have been finished with foils from the newest generation of the Chrome Brushed product line will also be on display at the stand. The foil used exhibits the brilliant appearance of brushed chrome and provides a substantially deep draw. Kurz has been continuously optimizing the deep draw of its foils and can offer an above-average deformability even for its chrome foils. The automotive industry has had very good experience with these foils, and

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Kurz currently provides chrome foils with a refined, real-metal look to diverse interior components of 10 current car models.

The trend: After-market brightening of car interiors with a metal look

Interior car components with an upscale, trendy metallic appearance are very popular. If your current car doesn't come with them, after-market kits provide the solution. Accessory suppliers offer sturdy components for various car models that can be accurately glued onto the original parts to turn conventional plastic designs into a classy chrome design in no time at all. Kurz supplies this growing market with the chrome look it wants, along with many other designs with metallized effects. For comprehensive information, come to K 2007 and visit Stand 19 in Hall 5. You can also find out more about the Kurz decoration product range for the automotive industry at www.kurz.de.



Automotive parts decorated with Kurz chrome foil

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About Kurz

The Kurz Group, the recognized global leader in hot stamping technology, represents over 100 years of experience in hot stamping. The range of applications for Kurz foils is virtually without limit - on greeting cards and packaging, electronic and household products, cosmetic articles, textiles, furniture, automotive parts and more. With 3,000 employees located at nine plants in Europe, the USA and the Pacific region, together with 19 subsidiaries and 70 agencies strategically placed around the globe, the Kurz Group manufactures and distributes a comprehensive product range for the surface finishing, decorating and counterfeit prevention sectors. A complete range of stamping machines and tools rounds off its product offering. Kurz, with research and development departments in both Europe and the USA, coupled with customer service and on-site technical assistance, supports its customers internationally with complete, custom-tailored solutions comprising foils, application machines and stamping tools.



Kurz in the automotive industry

Achieving the most sophisticated design with uncompromised quality – that's the goal that Kurz has set itself for automotive decoration. Thanks to comprehensive know-how on various decoration technologies, that goal has become a reality. Kurz is an expert in hot stamping, IMD and insert molding and can help to select the most economical and quick path to optimum results for decorating any plastic part. By selecting the correct process, costs and effort can be reduced without compromising design.

When stamping, IMD and insert molding foils come from one supplier, one can be assured that the designs will be ideally matched to one another. This choice also allows surfaces and coloring to be well-balanced as they are between a hot stamped door tread plate, a center console produced using the insert molding process, and a gear shift cover and door trims decorated using the IMD process.

Kurz also offers comprehensive project support in the automotive area. The company develops suitable foil designs and surfaces – both in-house and in collaboration with the automotive manufacturer's designers, optimizes part geometry for relevant process technology with the aid of the engineers and technicians, carries out trials and produces pilot series, installs components on site, trains processors, and provides support during the commissioning of decoration technologies.

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