

New stamping foil with brushed structure

Brushed designs for outdoor applications

Fuerth and Duesseldorf, 24 October 2007: Leonhard Kurz GmbH & Co. KG will be releasing its new SolidBrushed Chrome line of stamping foils at K 2007. These chrome foils with a brushed-metal look have been specially developed for outdoor applications and are light-, weather- and corrosion-resistant.

Metallized stamping foils with a brushed structure are frequently used for indoor applications, for example, to give name plates and signs the appearance of brushed steel.

“The engravings industry has had very good experience with these foils,” reports Michael Schreier, Product Manager. “They are easy to process, highly durable and make a great impression with their strikingly realistic metallic look. Thanks to numerous inquiries from the engraving industry, we decided to develop a foil series with the same properties that would also meet the requirements for outdoor applications.”

Like all existing SolidBrushed products, the new chrome foil conveys the three-dimensional effect of a brushed structure while at the same time having a smooth surface. This allows surface contamination to be removed easily with no residues remaining. Furthermore, the foil is characterized by its high scratch and abrasion resistance. SolidBrushed Chrome comes in four metallic colours: stainless steel, nickel, antique gold and copper, and is available without minimum order quantities.

Also suitable for the automotive sector

Its brushed metal appearance and high resistance to external influences also makes SolidBrushed Chrome attractive for automotive applications. Kurz has developed vacuum-formable grades specifically for this purpose. SolidBrushed Chrome can be tailored to the particular decoration process (hot stamping, Inmold decoration or insert molding), and higher 3-D deformation grades for automotive applications are also available.

Non-conductive brushed foils

Due to increased demand, Kurz has reintroduced its metallized, non-conductive foil range. With an electrical resistance of up to 10^{12} Ohm, these foils have been precisely tailored to the technical requirements of various manufacturers of devices for the home electronics industry. These non-conductive foils can be produced for every product



Outdoor plate, decorated with SolidBrushed

A print-ready version of the photo is made available in the file “photos”.

Photo: Kurz

line in the Brushed and SolidBrushed family of products. Customers requiring non-conductive foils can choose freely between the various surfaces, brushed structures, levels of matte finish and tones in the diverse Brushed product range. For more information about the Kurz Brushed product family, visit www.kurz.de or the Kurz Stand A19 in Hall 5 at K 2007.

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.



Photo: Kurz

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