

## Automotive

Decoration of complex part geometries



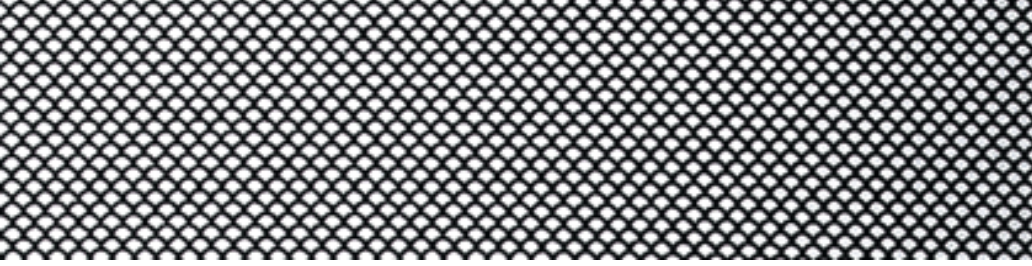
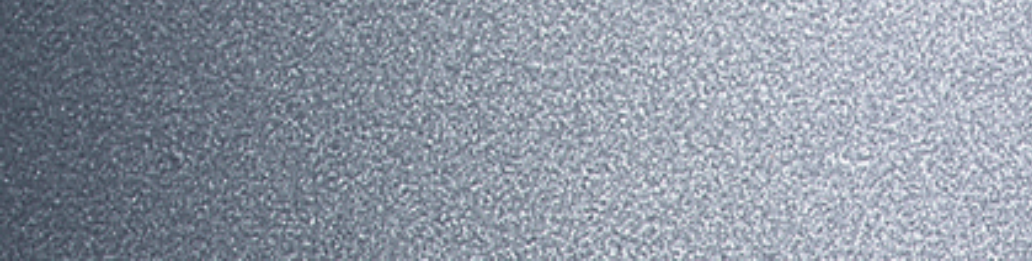
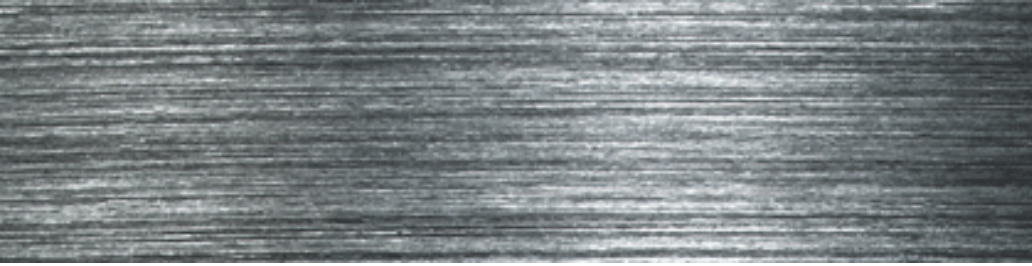
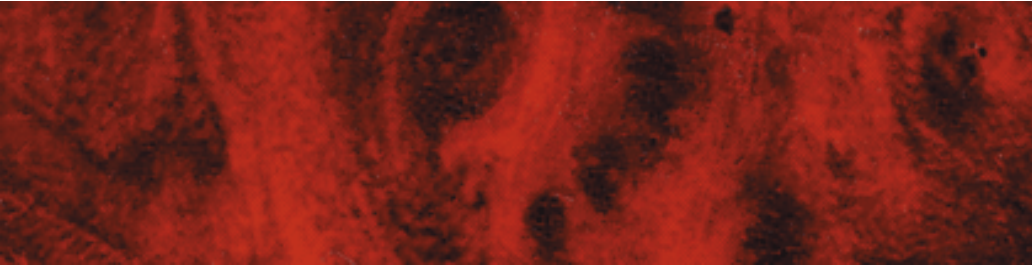
Complex part geometries with extremely deep profiles to be decorated and recesses, brilliant and exclusive look in highest possible gloss levels, extremely hardwearing surfaces for interior and exterior use, these are some of the demands the automotive industry of today places on an innovative decoration process.

Cost aspects also play a part in this, along with the desire for an environmentally friendly process. That's exactly why, these days more than ever, the hot stamping process with its various technologies figures highly among the decoration processes used in the automotive industry and what has made KURZ, the market leader in this area, the component partner of choice in the industry.

Around the world our development teams keep in continuous contact with the large manufacturers to adapt the foil and machine standards to the current state-of-the-art. KURZ's extensive product range in the automotive area, "Advanced Decoration", is evidence of this successful cooperation.

# Continuous Decors

Automotive





# Single Picture Image Decors

## Inmold Decoration (IMD) for Automotive

Examples for exact positioning and transferring of a single picture image on a part in the most diverse ranges of application.

The most impressive feature of second surface applications is the high depth effect and its ideal pattern protection.



Decorations technique:

- IMD second surface

Substrate:

- PMMA

Foil type:

- Single picture image
- 3-colored
- High gloss finished with metallization

Application:

- Interior-/Exterior



Decorations technique:

- IMD second surface

Substrate:

- PMMA

Foil type:

- Single picture image
- 2-colored
- High gloss finished with metallization

Application:

- Exterior



Decorations technique:

- IMD first surface

Substrate:

- PC / ABS

Foil type:

- Single picture image
- 2-colored
- High gloss finished with metallization

Application:

- Exterior



Decorations-technik:

- IMD second surface

Substrate:

- PMMA

Foiltype:

- Single picture image
- 3-colored
- High gloss finished with backside illumination

Application:

- Interior



Decorations-technik:

- IMD second surface

Substrate:

- PMMA

Foiltype:

- Single picture image
- 2-colored
- High gloss finished with metallization

Application:

- Exterior