

Charisma in DESIGN









Kunststoffspritzguss - nach vorn gedacht

SPRITZGIESSEN L





Martin Hahn

Divisional Director of Application, Technology & Innovation

BAP Business Area Plastic Decoration





KURZ Group

WE ARE, WHERE YOU ARE (4 Main Hub's for BAP Unit products)

- 24 subsidiaries
- 14 production locations
- More than 70 agents
- Global service network



KURZ Stamping Technology Co. Ltd.

Hefei (CHINA)



KURZ Vietnam

Quy Nhon (Vietnam)

Company – LEONHARD KURZ Headquarter Fürth + Sulzbach Rosenberg Germany







Leonhard Kurz Stiftung & Co. KG Fuerth Germany

Sulzbach Rosenberg Germany

Company - KURZ TRANSFER PRODUCTS KTP in Huntersville (US, NC)





Kurz Transfer Products Inc. Huntersville USA

Company – KURZ STAMPING PRODUCTS KST in Hefei (CN)

Kurz Stamping Technology Hefei, China





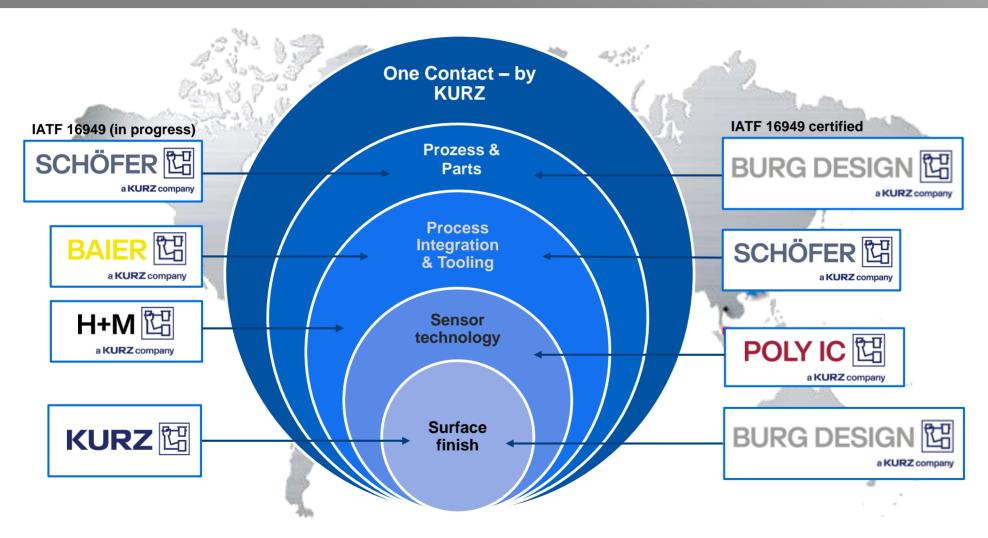
Company – KURZ STAMPING PRODUCTS KST in Hefei (CN)



Kurz Quy Nhon, Vietnam

KURZ Group

Your global partner / We are where you are ... and how you want



Design / Motivation

















- Lounge Ambience
- Touch
- Display
- Gesture
- Light Integration
- Haptics



Design / Motivation "LichtDesign" Display



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Design / Motivation "LichtDesign" Display

Design / Motivation "LichtDesign"







- Light Management
- Textile Decoration
- HMI + SurfaceMegatrend Display
- Gesture
- Haptics & Structure
- Functional Integration
- Autonomous Driving





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Motivation

Inspiration

Innovation



"If I had asked people what they wanted, they would have said faster horses."

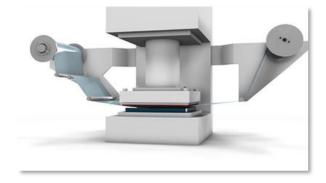
Henry Ford

Technology & Applications

Hot Stamping



Up-and-down stamping



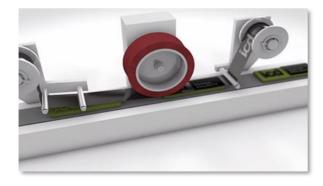




Hot Stamping Maximum precision for you plastic surface decoration



Roll-on stamping





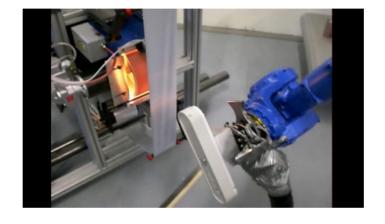


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Hot Stamping Live Movies

Foil technologies for Automotive / Non Automotiv













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Hot Stamping

Foil technologies for Automotive - reference for backlighting applications







https://www.daimler.com/magazin/technologie-innovation/licht-scheinwerfer-simulator.html



HS Blue translucent



Hot Stamping

Foil technologies for Automotive - references exterior



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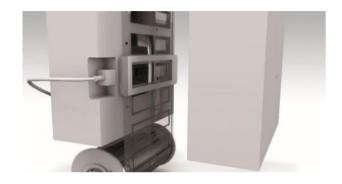
Hot Stamping next Generation

Hot stamping PERFORMANCE+ For challenging geometries

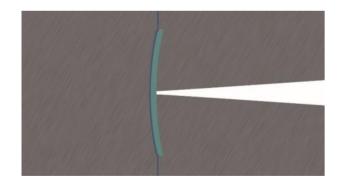


IMD In-Mold Decoration

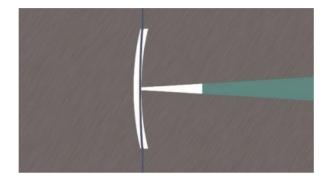
Process



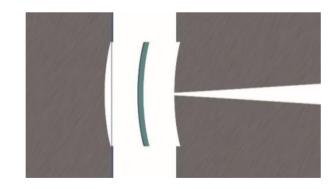
The IMD foil is positioned.



The hot plastic material fills the mold cavity, pressing the decorative foil against the wall. This securely bonds the decorating layer to the plastic material.



The tool closes and the plastic is injected.



The tool opens and the part can be removed.



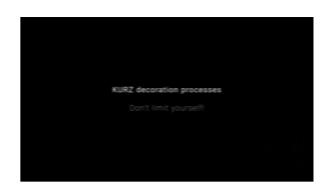




Wallbox DEMO Development

Cooperation KURZ and Covestro



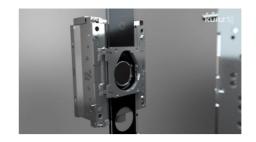


Partners

- LEONHARD KURZ Stiftung & Co. KG
- Sumitomo DEMAG
- Covestro
- Acsys Lasertechnik
- PolyIC GmbH & Co. KG
- BAIER GmbH + Co. KG Maschinenfabrik
- Schöfer

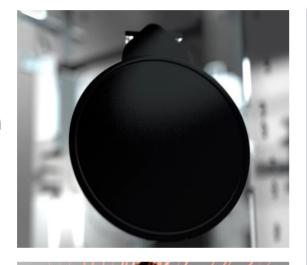
Wallbox DEMO Development

The Result IMD + Laser

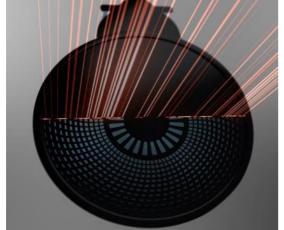




Step 1: IMD injection



Step 2: Laser edging



Extensive functions with unlimited design freedom

- Panel front module is completely seamless
- Features a wide range of functions:
 - Touch Control
 - Day-night design
 - Customizations in Design by HS, IMD, PMD, Laser......

New principle optimizes sensor integration

• In-Mold Decoration (IMD) with a classic roll-to-roll process, combines injection molding with our new "LASERLight" Foil Technology

Efficiency goes hand in hand with sustainability

 Compared to competing processes IMD is significantly more economical and more sustainable. By combining different work steps into a one-shot process, CO₂ emissions can be noticeably reduced

Backlighting - IMD



Volkswagen Tiguan New 2024 - IMD

Tiguan





Volkswagen Passat New 2024 - IMD



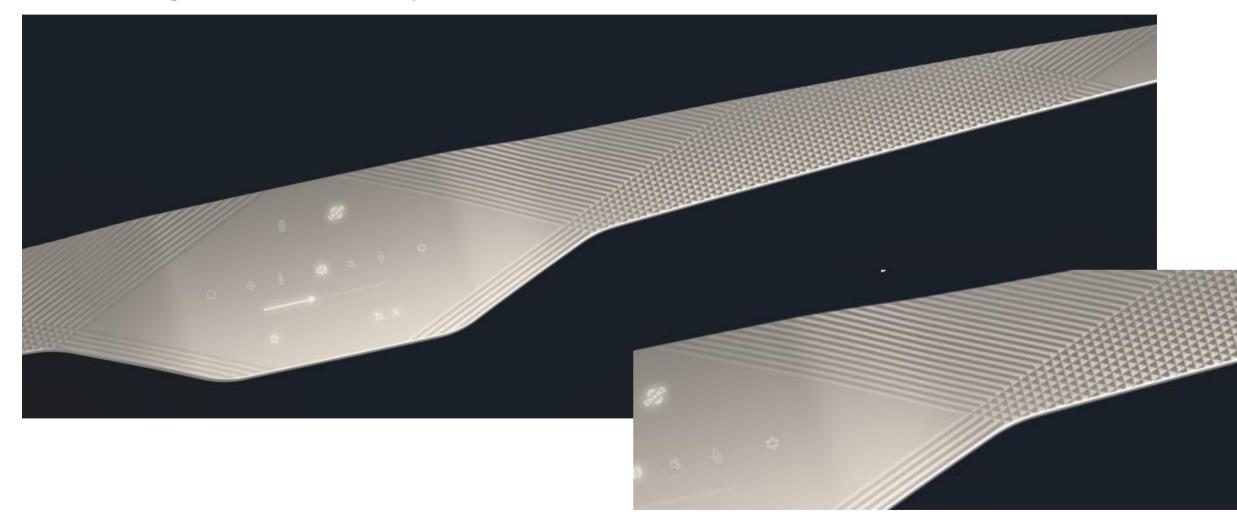
IMD Black Piano / Anti Reflection Coating implemented IMD System

Mercedes CLA 2025



Reference

Perfect integration of structure by IMD Decoration



Project Overhead Light Console (OHLC)

Cooperation KURZ and ams OSRAM AMLS



Partners

- LEONHARD KURZ Stiftung & Co. KG
- OSRAM Automotive Lighting Systems
- PolyIC GmbH & Co. KG
- BAIER GmbH + Co. KG Maschinenfabrik
- Wittmann Battenfeld
- Syntech Plastics

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Project Overhead Light Console (OHLC)

The Result







Extensive functions with unlimited design freedom

- Console is completely seamless
- Features a wide range of functions:
 - Touch Control, Sliders and Buttons
 - Shy Tech
 - Day-night design
 - Organic three-dimensional deformation

New principle optimizes sensor integration

 In-Mold Decoration (IMD) with a single image classic roll-to-roll process, combines injection molding, sensor integration using functional In-Mold Labeling, and decoration in one highly efficient work step

Efficiency goes hand in hand with sustainability

 Compared to competing processes IMD is significantly more economical and more sustainable. By combining different work steps into a one-shot process, CO₂ emissions can be noticeably reduced

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Project LEIMSA Lightweight Electronics by Injection Molding in Steamless Architecture

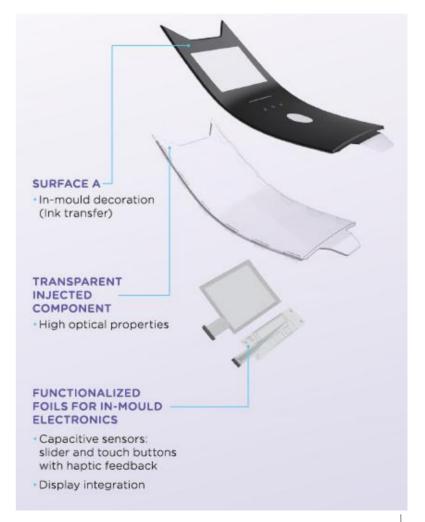
Cooperation KURZ and Simoldes & more Partners



Project LEIMSA Lightweight Electronics by Injection Molding in Steamless Architecture

Cooperation KURZ and Simoldes & more Partners





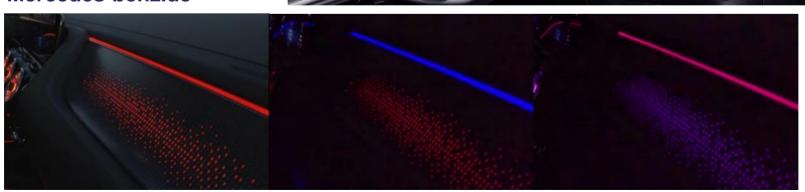
Next level decoration for Automotive Interiors

Backlighting - IMD

Mercedes EQA



Mercedes-benz.de



Next level decoration for Automotive Interiors

Backlighting - IMD

Mercedes EQB









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Automotive Rear End Cover

Efficient 2K IMD Process



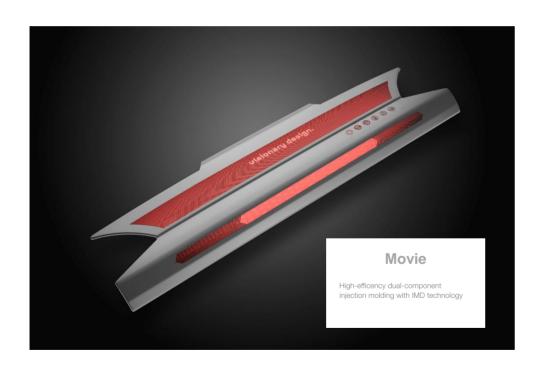
- All visualizations shown can be realized in a single production step and in series
- 5G-compatible metal designs
- Precisely defined backlighting with 3D light effects
- Different day-night designs
- Ideal for large components that can be installed directly
- Touch functions with Shy Tech designs
- Time- and cost-efficient IMD Process
- Reduces the carbon footprint
- Recyclability of the complete component
- Use of recycled material possible

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Project Rear End Cover (big size single picture decoration solution)

KURZ LIVE Demo at K 2022 Hall 5 A19



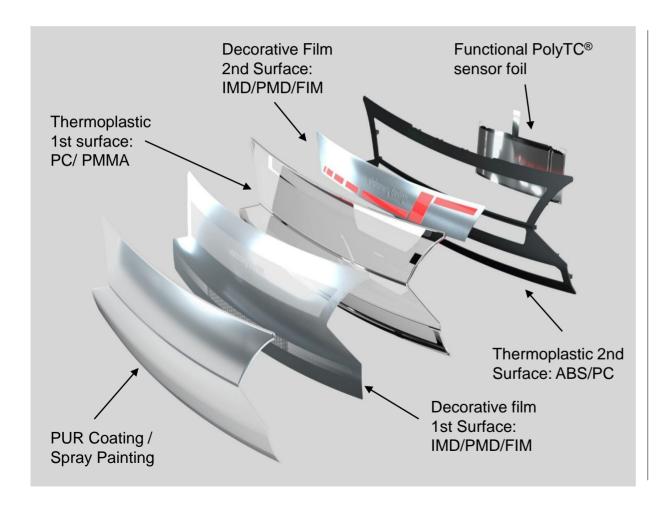
Partners

- LEONHARD KURZ Stiftung & Co. KG
- Engel Autria
- PolyIC GmbH & Co. KG
- Schöfer Werkzeugbau
- Reichle Strukturtechnik
- Sabic Blend PC/ABS
- Röhm PMMA
- HRS Heißkanaltechnik
- Frimo Automatisierung Angußtrennung



Component Concept Rear End Cover (K2022)

IMD + 2K Injection molding + PUR/Spray painted topcoat + PMD + PolyTC®



Decorative film IMD system 1st surface:

- Continuous closed surface
- Single image, technical pattern, hidden-till-lit, backlit designs

Thermoplastic 1st surface:

- Transparent PMMA or PC
- Excellent transmittance

Thermoplastic 2nd surface:

- · Light sealing chambers
- Mounting possibilities

PUR/Spray painted topcoat:

- Approved exterior requirements
- Depth / 3D effects

Partial decorative film PMD/INS-System 2nd surface:

- Additional design flexibility
- Design on different levels

PolyTC® sensor foil:

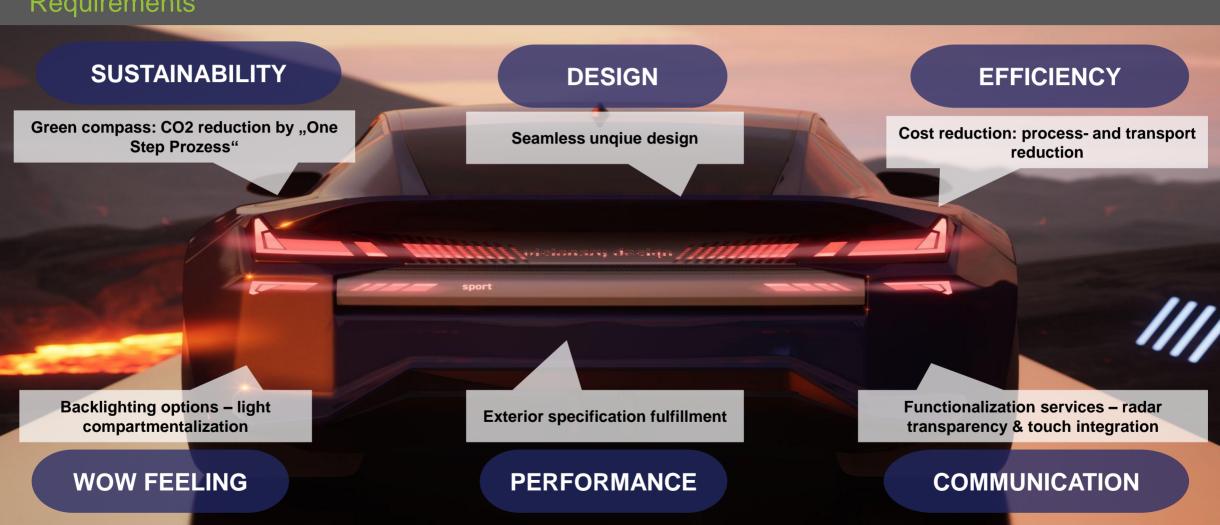
Function integration, e.g. touch or slider functions

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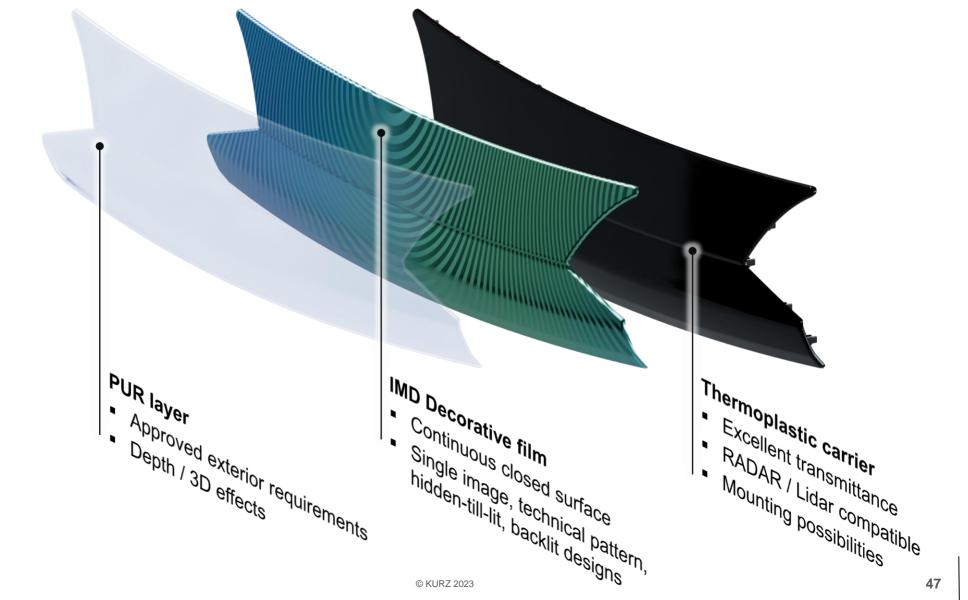
Portfolio by KURZ



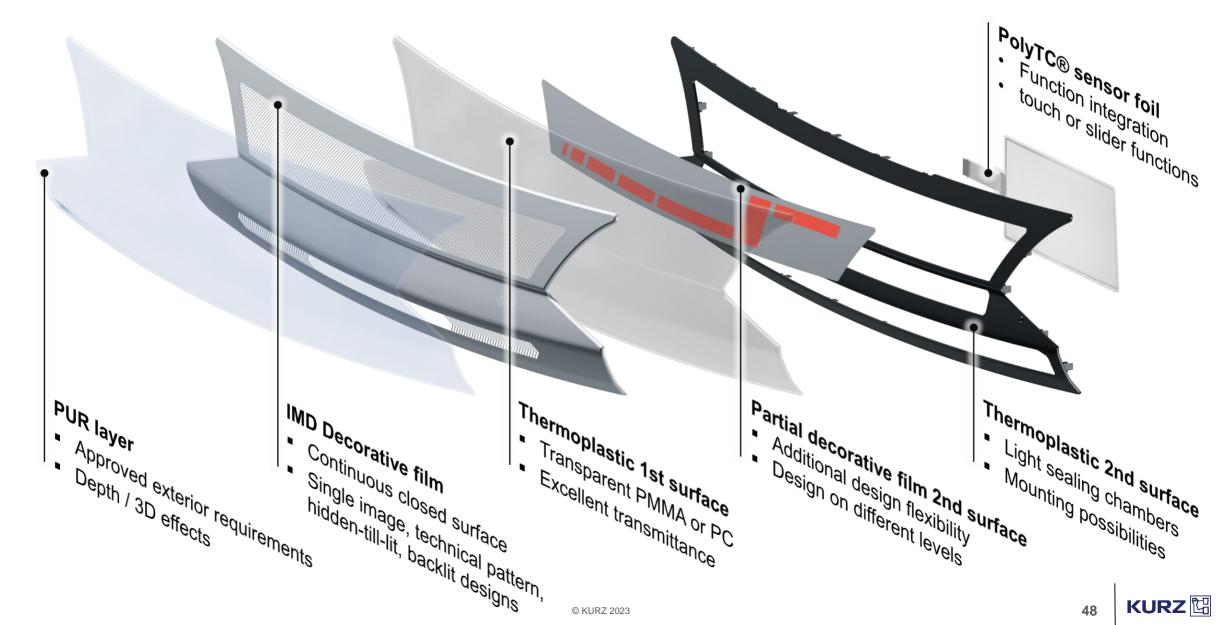




PUR Exterior



PUR Exterior – Actual Requirements



PUR Exterior – Actual Requirements

REQUIREMENTS

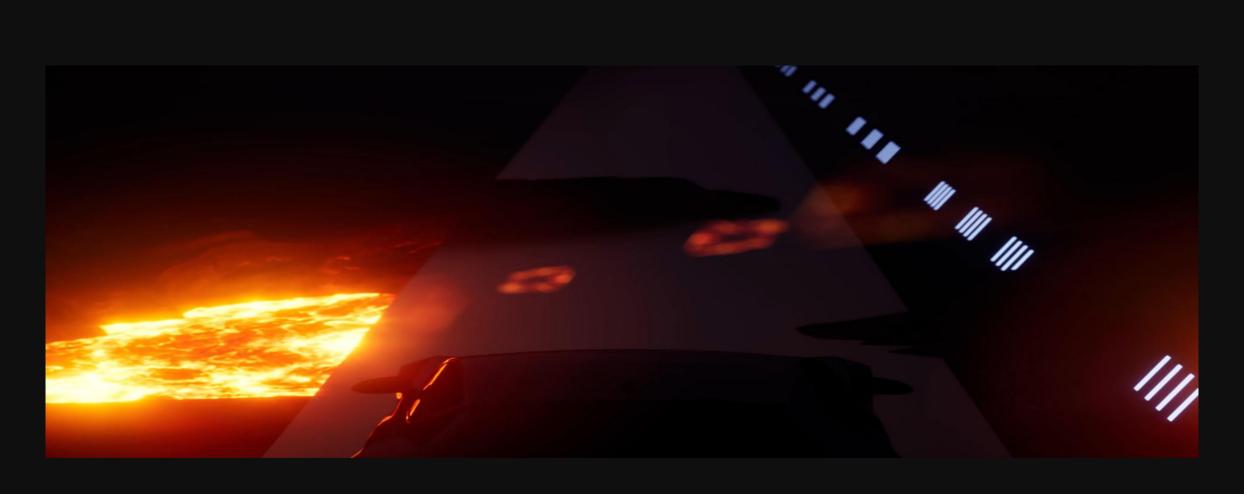
- Materials for exterior use
- Impact performance
- RADAR / Lidar transparent
- Design freedom
- Deep visual depth effect
- Electric components integrated
- Light design / light shielding



PUR Exterior – Actual Requirements



Multi K / Automotive Rear End Cover





DECOPUR®

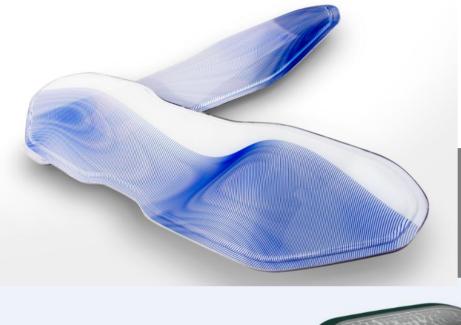


One-Step-Process-Solution

Roll to Roll

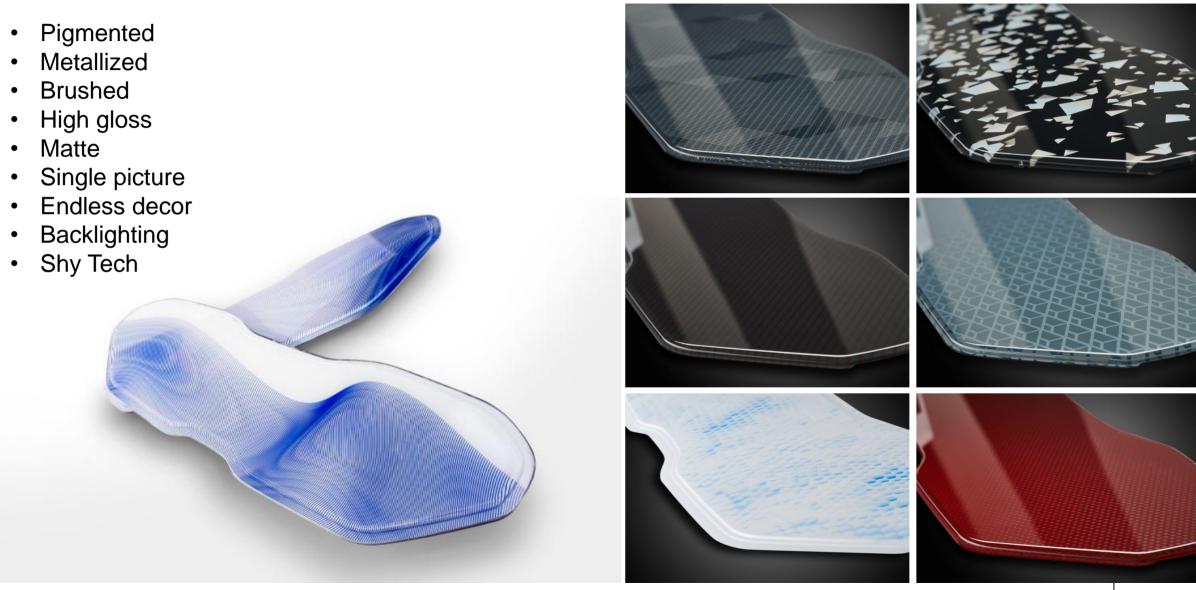
Thermoplastic Material + Polyurethan

2 K Process

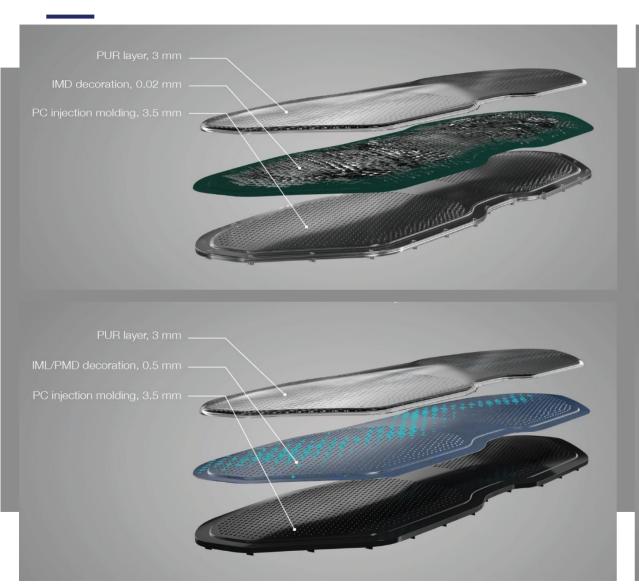


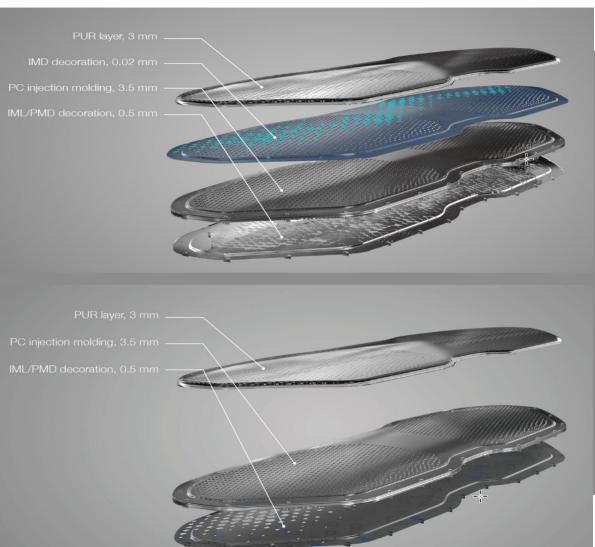


DECOPUR® – Design Possibilities



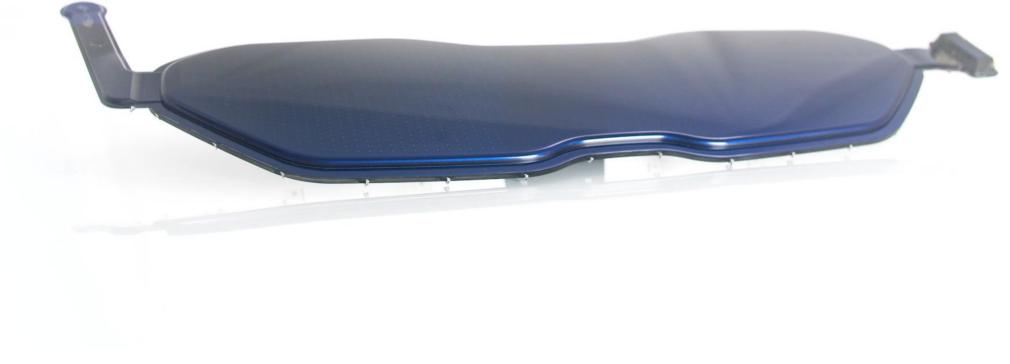
PUR Integration Variation Technology



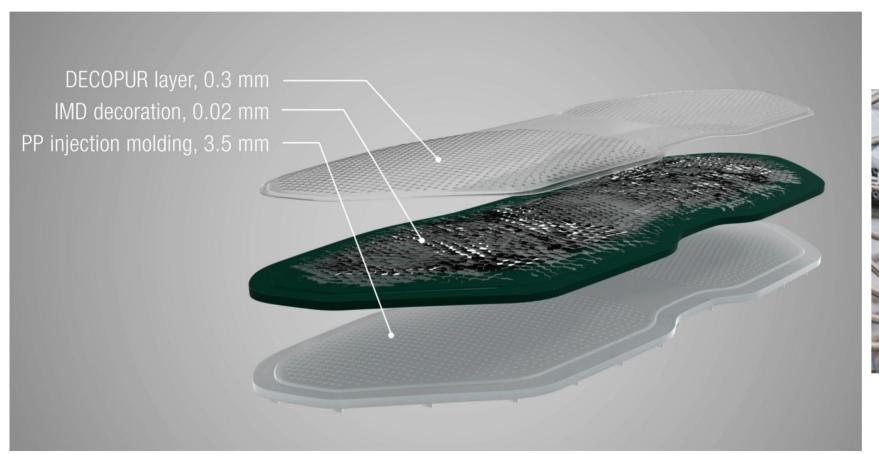


IMD PUR®

IMD Decoration with PUR Flooding



IMD DecoPUR in ONE process special developed for PP solution





Reference

Behr-Hella Thermocontrol GmbH (BHTC)



Reference

BHTC Demonstrator





IMD Mold Decoration IMD + PUR Fluting Front End Technology







KURZ Technology + PUR

One-Step-Process-Solution

Roll to Roll

Thermoplastic Material + Polyurethan

2 K Process



"Front End Lamp" 3 Component - Technology for next level LIVE at KURZ / Krauss Maffei K2025 Show

DECOPUR®

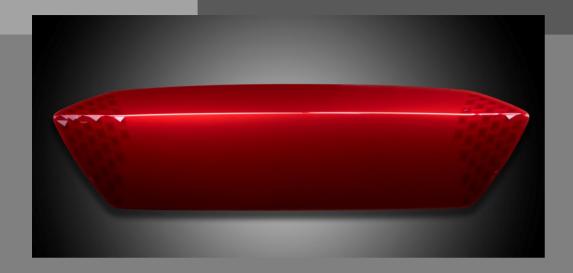
+ VARIOFORM®

New Dimensions



In Inline Decoration







"Rear End Lamp"

2 Component – Technology for next level
LIVE at
KURZ / Engel K2025 Show

InMoldDecoration

DECOPUR®

New Dimensions In Inline Decoration

The Innovative Hybrid Machine

Multiple Fields of Application



- Hot Stamping and Digital Printing possible
- Both decoration processes can be applied in a flexible sequence and can be carried out in one operation. The part to be decorated needs to be placed only once in the tool
- The Hot Stamping unit is equipped with a specially developed embossing drum that can hold four precision Hot Stamping tools produced by the KURZ subsidiary Hinderer + Mühlich
- The second decoration station is a CMYK + white digital printing unit. It prints crisp and clean images on e.g. plastic substrates – even if the component is black

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BAIER Hybrid Machine

for hot-stamping decoration and digital printing

IMD UNIFY

The Innovative Development

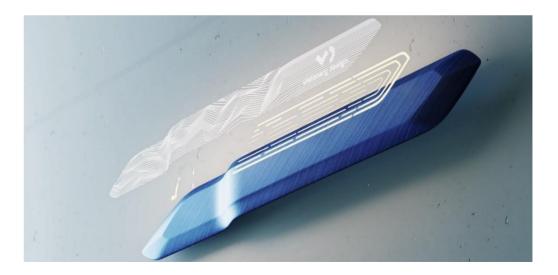






The pioneering IMD UNIFY innovation

- New overprintable IMD decoration
- Retroactively customizing IMD surfaces
- Printing direct to shape possible
- Ensuring excellent adhesion and longevity of overprinting
- Particularly developed for the automotive, consumer electronics and home appliances sectors



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IMD UNIFY



Product Examples – Washing Machine Parts



IMD UNIFY



Product Examples – Washing Machine Parts



IMD VARIOFORM® + Single Image Design + Touch Sensor

Advantages & Features





- New one-step process for decorating extreme 3D geometries
- 3D shaped geometry realized in roll-to-roll process
- Directly in the injection mold: Deform, back-inject, punch and decorate
- Edge-precise decoration
- Short production time
- Flexibility of the process
- Wide range of designs with identical component geometry, featuring endless or single-image decoration
- Variety of materials (ABS, ABS/PC, PP, PP/TPU, TPU, ...)
- Cost-effective process
- Single Image Decoration / Design Process
- Functional Insert Touch Sensor Integration

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IMD VARIOFORM® + Single Image Design + Touch Sensor

Advantages & Features



INS Insert Molding

Process



A deep-drawable plastic foil is decorated by hot stamping. The decorated plastic foil is heated and deformed by vacuum or compressed air.



Now the insert that has been produced can be put into the injection mold.

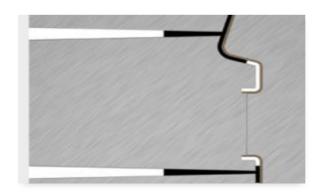


The formed plastic foil is then cut true to contour.









The insert has been inseparably bonded to the back-injection molded plastic material.









Foil Technologies for Backlighting

Case Study in Cooperation with SMIA







Foil Technologies for Automotive

Insert Molding – Reference VW Talagon





INS Backlighting Part:

- IP-Passenger
- 2 Front Door Left
- 3 Front Door Right
- 4 Rear Door Left
- 5 Rear Door Right



Foil Technologies for Automotive

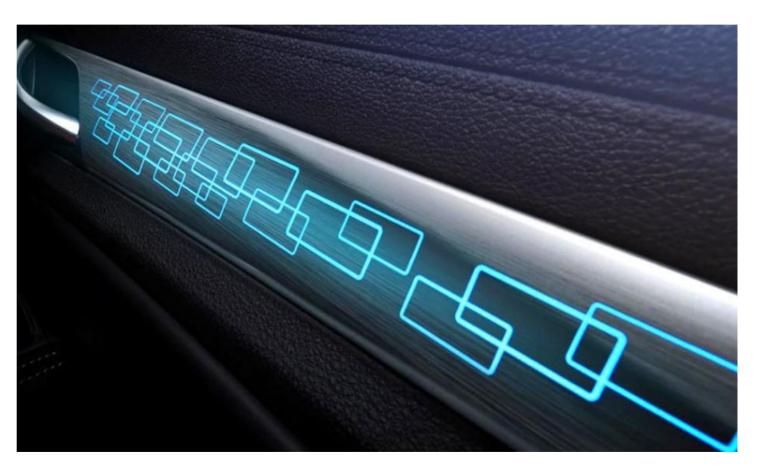
Insert Molding – Reference Geely











Foil Technologies for Automotive

Insert Molding – Reference BAIC X7







INS Backlighting Part:

1 IP-Passenger

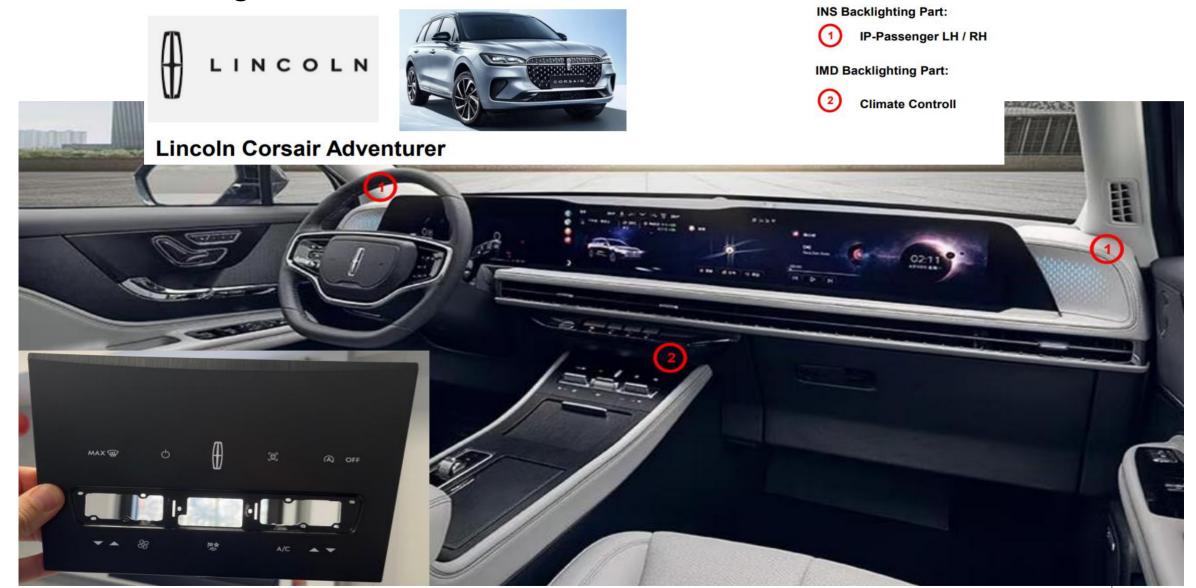
Door Trims



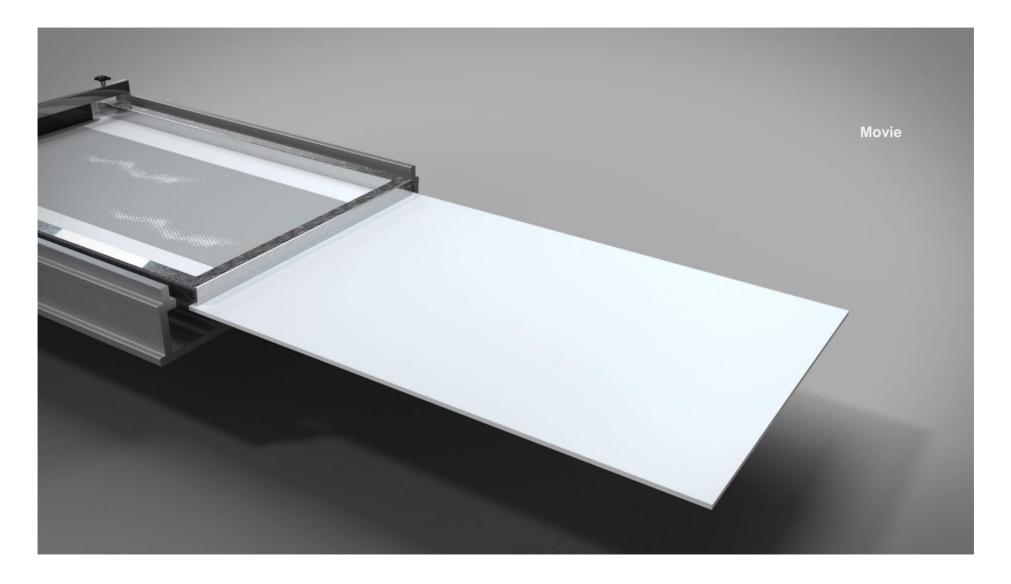
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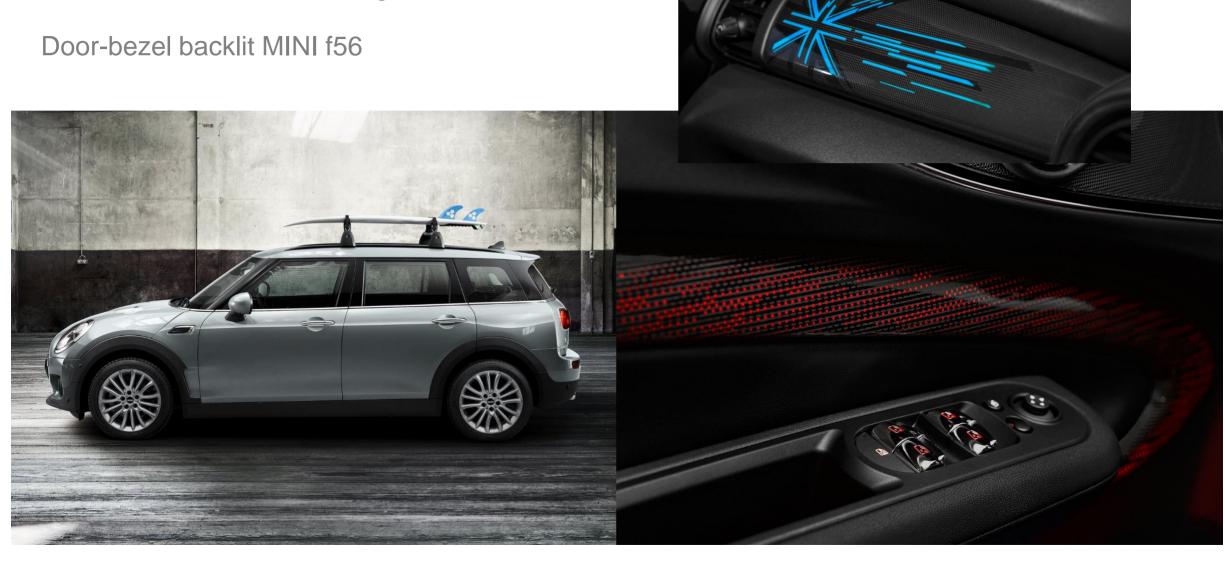
Foil Technologies for Automotive



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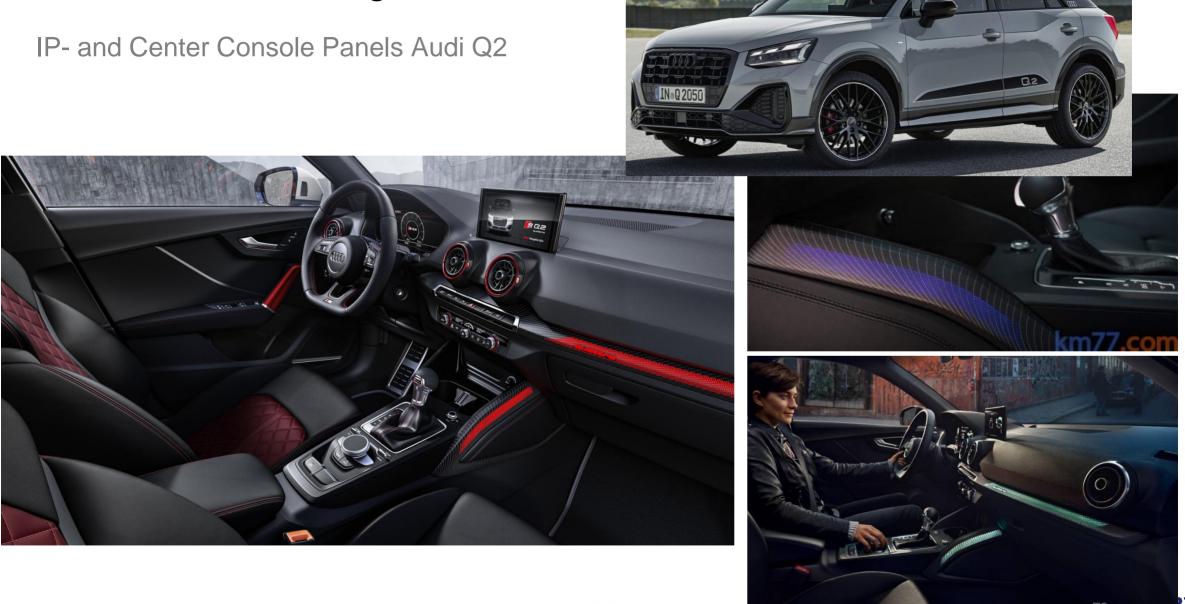


PMD Print Mold Design - Backlit



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PMD Print Mold Design - Backlit





VW ID6



BMW 2er Serie M

GR 2422

Genesis GV70





Hongqi E HS9





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Project Smart Crystal Panel

Cooperation with SWAROVSKI



Partners

- LEONHARD KURZ Stiftung & Co. KG
- SWAROVSKI Mobility
- PolyIC GmbH & Co. KG
- BURG Design

Project Smart Crystal Panel

Crystal Design Luxury: Shiny design and smart technology in cooperation with Swarovski

Luxury Lounge Mode

Earth- & copper colors Gold effects



Black colors
Smoked glass crystals



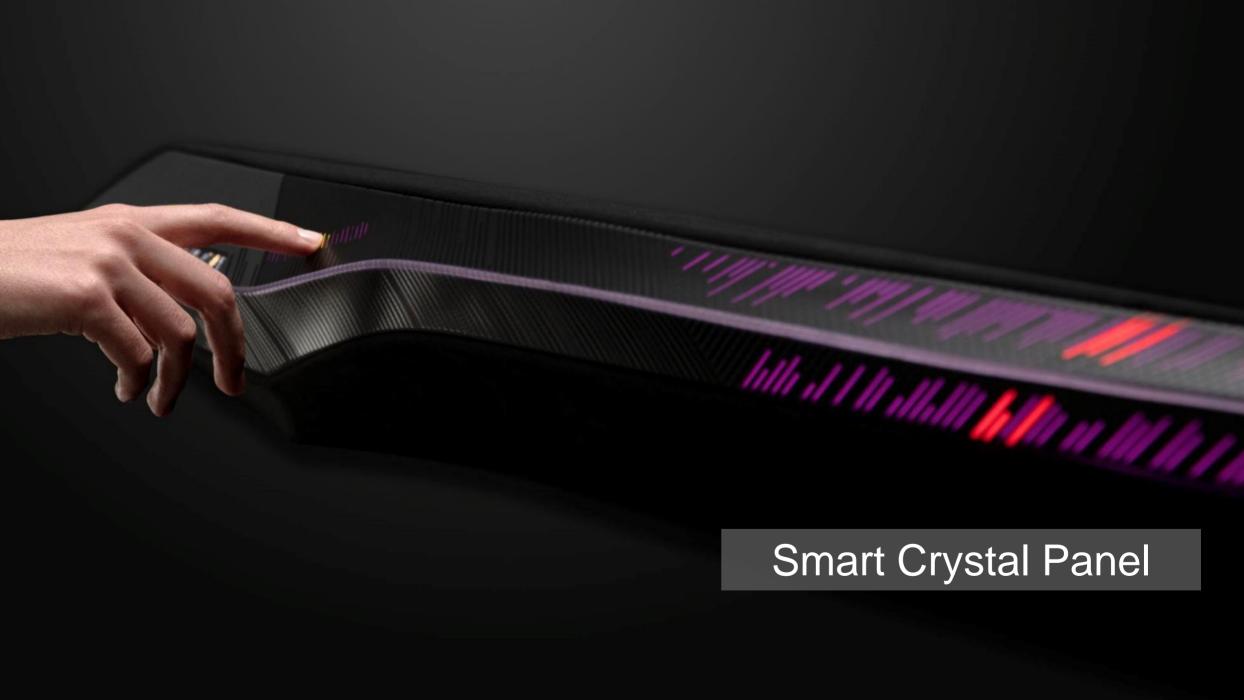
Bright colors
Cool elegance with geometric patterns







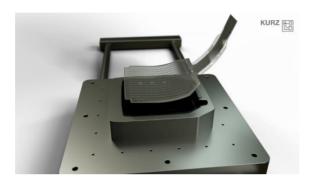
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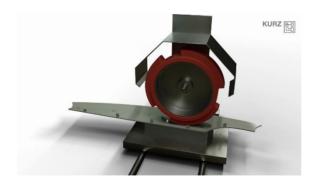
FUNCTIONAL FOIL BONDING (FFB) for functional Sensor



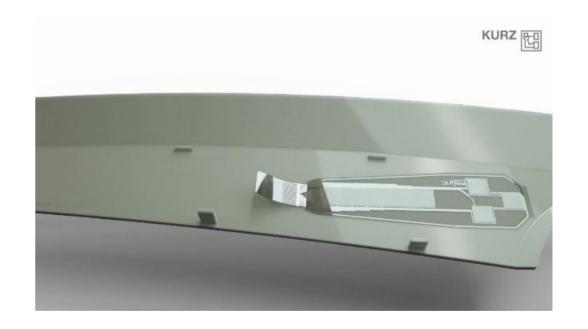




Functional Foil Bonding with "UP & DOWN" Technology



Functional Foil Bonding with "ROLL ON" Technology





Sensor Integration FFB

- full solution from KURZ/PolyIC
- patent-registered by KURZ
- 2D to 3D shape
- to processes depending on sensor size and layout
- bonding of plastic parts with ribs or frames
- immediately ready for assembling
- applicable on different materials (e.g. PC, PMMA)
- no bubble formation
- tested for automotive, consumer and home appliance specifications





Touch Sensor Use Cases

PolyTC® Touch Sensors in Capacitive Switches in automotive HMI Applications



iX, i7

- PolyTC® Button Sensor
- Integration by FFB
- Active haptic Feedback













- Integration by FFB
- Passive haptic Feedback









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Touch Sensor Use Cases

PolyTC® Touch Sensors in Capacitive Switches in automotive HMI Applications



- PolyTC® Button/Wheel Sensor
- Integration by mechanic fixing
- Passive haptic Feedback









PolyTC®

• Right side: Matrix

• Left side: Buttons / Slider

Integration by Lamination

Passive haptic Feedback



CO&N/I

01, 05





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Touch Sensor Use Cases

PolyTC® Touch Sensors in Capacitive Switches in automotive HMI Applications



Ocean

- PolyTC® Button Sensor
- Integration by FFB
- No haptic Feedback









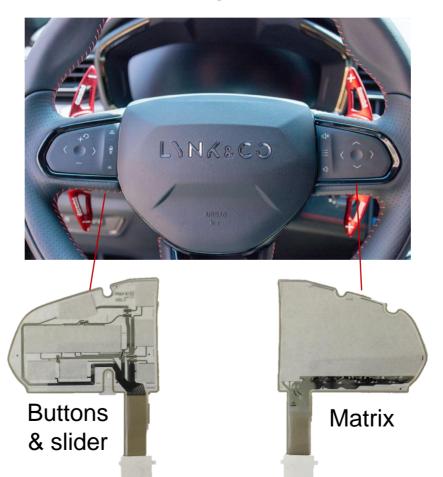
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HMI Automotive Trends, case studies

Geely Lynk&Co 05 (public since 05/2020)

Capacitive Steering Wheel Switch Button with haptic feedback

- Capacitive Sensor
 - PolyTC® Technology
 - with transparent buttons/matrix area
- Function left side
 - 6 capacitive Buttons
 - 1 capacitive Slider
- Function right side
 - transparent matrix
 - Free touch function
- Haptic feedback by mechanic switch











HMI Home Appliances

Series products



Metal-Mesh touch sensors in series products of **Home Appliance** applications















HMI Solutions, with PolyTC® Touch Sensors

SIEMENS B/S/H/

Capacitive Touch Control for Washing machines & Laundry Dryers (IQ500 & Avantgarde)

- PolyTC® sensor
 - 7" touchscreen for LED and LC-display
 - Single layer free programmable backgammon sensor
 - Integration by IML and OCA lamination











HMI Solutions, with PolyTC® Touch Sensors



Capacitive Touch Control for Washing machines & Laundry Dryers (Series 6 & 8)

- PolyTC® sensor
 - 7" touchscreen for LED and LC-display
 - Single layer free programmable backgammon sensor
 - Integration by IML and OCA lamination



HMI Solutions, with PolyTC® Touch Sensors

Capacitive Touch Control for Oven

- PolyTC® sensor
 - transparent buttons/slider areas
 - Backgammon functionality
 - PSA integration







B/S/H/







HMI Solutions, with PolyTC® Touch Sensors

Capacitive Touch Control for Refridgerator

- PolyTC® sensor
 - Self-capacitance button sensor
 - transparent buttons/slider areas
 - OCA integration by lamination





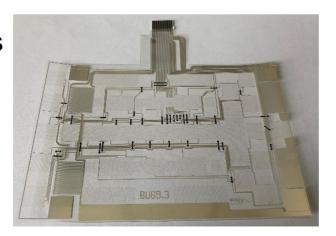




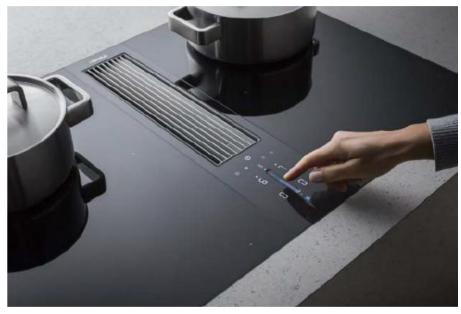
BORA CLASSIC 2.0

Capacitive Touch Control for Ceramic Glass Cooktop

- Capacitive Sensor
 - mutual capacitance matrix
 - transparent buttons/slider areas
 - PSA integration
- Function
 - 22 capacitive Buttons
 - 1 capacitive Slider
 - additional sensor fields









HMI Consumer– Series products

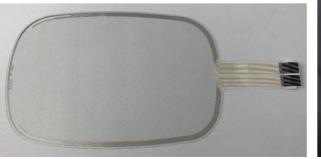
Nescafé Dolce Gusto Majesto





- PolyTC® touchcreen sensor
 - Transparent touchscreen
 - oval sensor shape
- Function
 - single layer, single finger
- Panel
 - 2.5D curved panel
 - thick overlay for 3D effect
- Sensor integration
 - OCA lamination integration



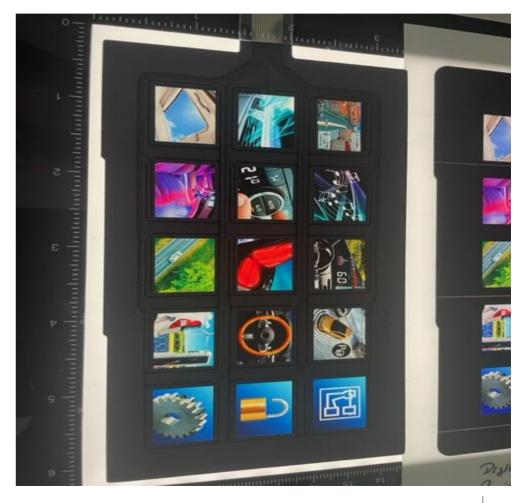




PolyIC + Decor Technologie









HMI Consumer – Series products

proWIN Airbowl Premium / airvenue Lufterfrischer





Capacitive Touch Sensors for Air Freshener

- 2 identical capacitive sensors
 - PolyTC® Technology
 - transparent buttons
- Function
 - 3 capacitive Buttons
 - self capacitance
- Sensor integration
 - PSA integration / Lamination











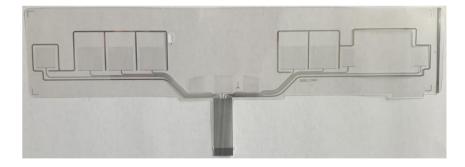
HMI Solutions, with PolyTC® Touch Sensors

Capacitive Touch Control for Waterheater

- Capacitive Sensor
 - Self-capacitance button/wheel sensor
 - transparent buttons/slider areas
 - Integration by lamination









HMI Solutions, with PolyTC® Touch Sensors

Capacitive Touch Control for Waterheater

- Capacitive Sensor
 - Button and Wheel Sensor
 - Self-capacitive
 - transparent buttons/slider areas
 - Integration by lamination
- Function
 - 4 capacitive Buttons
 - 2 capacitive Sliders







Innovations: In-Mold Electronics & Functional Foil Bonding

Concepts with Infotainment, Decor and Lighting



HMI instrument panel

- >90 cm with curved surface
- Seamless integration of display, light & function
- IMD single picture decoration
- Touch screen sensor integration by IME
- Touch buttons & slider sensor integrated by FFB

POLY IC A KURZ company

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Innovations: In-Mold Electronics & Functional Foil Bonding

Concepts with Infotainment, Decor and Lighting



HMI instrument panel

Award winning concept

reddot winner
Innovative product



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Innovations: New Concepts

CES 2022 JAN 5-8 | LAS VEGAS, NV & DIGITAL

Concept with Infotainment, Decor and Lighting



Smart Crystal Panel

Combination of

- glass crystals
- decoration
- light
- touch function

Partners:

- KURZ, BurgDesign, PolyIC
- Swarovski

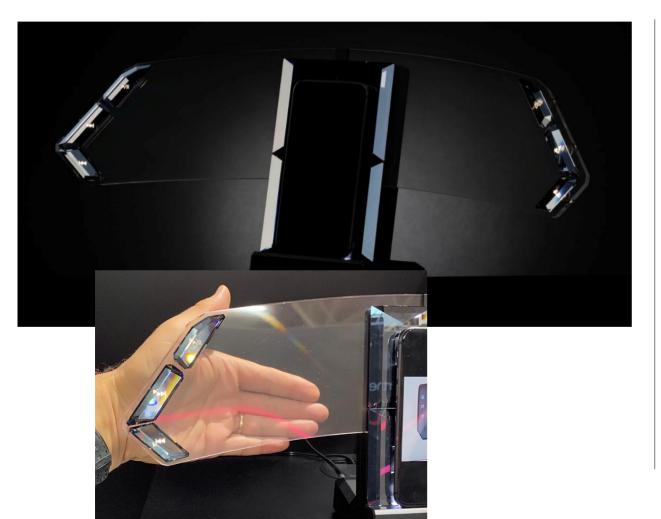




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Innovations: New Concepts

Concept with Infotainment, Decor and Lighting





Transparent Steering wheel switch study

Combination of

- Glass Crystals
- Transparent Conductive Touch Films
- Transparent Hard Coat

Partners:

- KURZ, PolyIC
- Swarovski



Innovations: PolyTC® VarioSym

PolyTC® Sensors with diffusion layer and lasered symbols on decoration

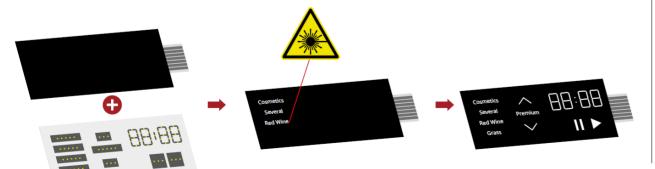
Setup

- PolyTC® Sensor
- Diffusion layer
- Decoration layer

Diffusionsschicht Dekoration

Process

- Delivery of Label without Symbols
- Lamination of Label on Light Guide
- Individual Lasering of Symbols



Display-like appearence behind smoked Panel



Off



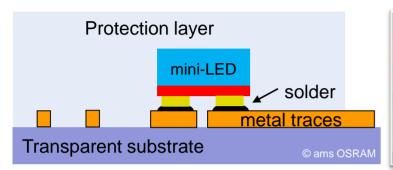
On



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Light Integration with FFB

Kurz & ams Osram – FFB and ALIYOS™ – better together









Light



Thin



Bright



Transparent



Flexible



Freedom of Design

KURZ 🖫

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Light Integration with FFB

Kurz & ams Osram – FFB and ALIYOS™ – better together





 Combination of the benefits from ALIYOS™ and FFB



- First lifetime tests successfully passed
- Complete validation started
- Ready for design-in as of today

KURZ 🖫

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Light Integration with FFB

Kurz & ams Osram – FFB and ALIYOS™ – better together





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DecoPress NFPP

Natural Fibers

- low density
- fiber reinforcement
 - Regrowing



PP-Fibers

- thermoplastic
- short cycle times
 - reasonable

General Information

Fibers are Flax, hemp, kenaf, jute and sisal and mixes

Fibre selection determines component appearance

NFPP offers:

- better crash behaviour, even at temperatures below 20°C
 - Weight saving of 15-40% possible
- better acoustic insulation of driving and engine noise



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NFPP Process

Natural Fibers and PP (NFPP)

Decoration of natural fiber composite material

Optical Part Design Guideline - Fibers



Fiber: Flax (Natural)

• Grammage: 1800 g/m²

Foil: Dual Colour

PP-Backing: Black

Decor: SilverPigemented



Fiber: Kenaf (Cleaned)

• Grammage: 1800 g/m²

Foil: Dual Colour

PP-Backing: Black

Decor: Silver Pigemented

Optical Part Design Guideline - Foil



Fiber: Flax (Natural)

Grammage: 1800 g/m²

Foil: Dual Colour

PP-Backing: Black

Decor: Red pigmented



Fiber: Kenaf (Cleaned)

• Grammage: 1800 g/m²

Foil: Single Colour

PP-Backing: Transparent

Decor: ochre red



Fiber: Kenaf (Cleaned)

• Grammage: 1800 g/m²

Foil: Natural Pattern

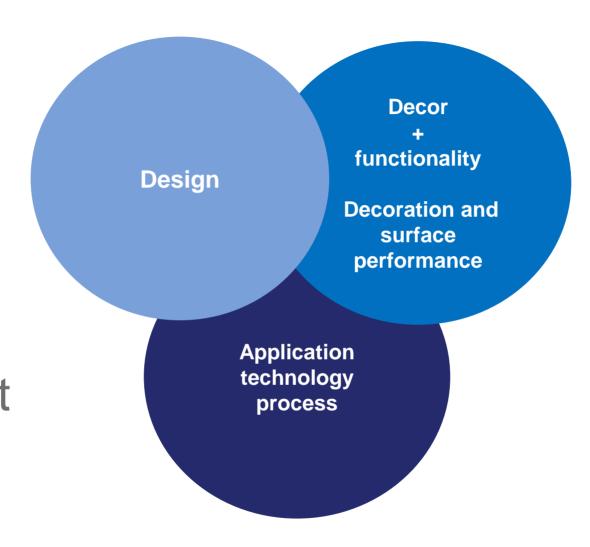
PP-Backing: Transparent

Decor: Technical Rain

Design Impressions – Dual Colours

KURZ Group

Customer Focused Development



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Thank YOU for YOUR Attention!

Martin Hahn

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