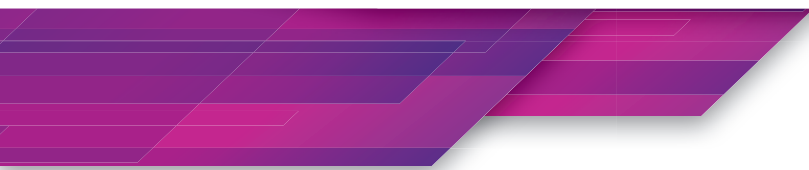




Soft Touch

Surprising **IMD** effects for plastic surfaces



The sway of the senses

Product design is hugely important in winning over customers. It differentiates from the competition, helps orient customers, and transmits vital brand content. It is the eyes, the sense of sight, which perceive your design and provide 75% of all relevant information.

But the competition is intense, and markets are ever more crowded. These days more than ever, success involves a sensory presence. Inconspicuous tactile feedback (haptics) tangibly expands the visual dimension and makes good product design an experience for all the senses. Your product presentation will leave a lasting impression on your customers.



“Precisely in sectors where the market is teeming with manufacturers, haptics determine purchase decisions.”

*Martin Grundwald,
Head of the Haptics Research Laboratory at Leipzig University*

Touching Brand

Have customers “grasp” your brand. Capitalize on the sense of touch with a unique haptic design to enhance the impressive premium appearance of your product. In the virtual age, actual touching is what

transmits familiarity, security, and a sense of well-being. Tangible tactile experiences make your brand identity unique and win customers over for your brand.

Touching awakens desire

Our three soft-touch effects SATIN FEEL, VELVET FEEL and GRIP FEEL will enhance the emotional appeal of your products. Give your surfaces a sensual look and surprise your customers with an experience generated by the perfect interaction between exceptional appearance and haptics.

Realize exclusive designs incorporating tactile feedback and create your own custom designs. Our KURZ Soft Touch solutions provide decisive design advantages that will give wings to every aspect of your creativity.



SATIN FEEL

VELVET FEEL

GRIP FEEL

Transparent and combinable with all plastic colors

Combinable with patterns and designs

NCVM (Non-Conductive Vacuum Metalization)

Can be backlit

SATIN FEEL



Touch the majesty
of silkiness

Can weightlessness be felt?

Can warmth be cool?

How much resistance is in silky smoothness?

Find the feather-light response for your surfaces with KURZ Satin Feel. The weightless Soft Touch effect lends a silky-matte finish to your surfaces. Dignified cool with delicate haptic textures and the durability to stand up to everyday strains.

A close-up photograph of a bald eagle's wing, showing the intricate pattern of brown feathers. The eagle's white head is visible on the left side. The image is set against a dark background.

Touch it ↓

The smooth advantages of SATIN FEEL:

- ✓ Satiny finish
- ✓ Smudge resistant
- ✓ Especially durable
- ✓ Transparent and combinable with all plastic colors
- ✓ Scratch-resistant

VELVET FEEL

Touch the
velvet of
the noble

What does perceptible
aplomb sound like?

Can something be soft
while also tough?

Can something repellent,
also be appealing?

KURZ Velvet Feel delivers the sublime answer. Our noble Soft Touch effect with silky-soft finish reveals its strengths in everyday use on your surfaces. It improves acoustics with poise, repels annoyances such as dirt and glaring light, and helps hold things in place. The selection of colors and designs underscores your sophisticated staging.



Touch it ↓

The velvety advantages of VELVET FEEL:

- ✓ Velvety finish
- ✓ Abrasion-resistant and washable
- ✓ Anti-reflex and anti-smudge
- ✓ Slip resistant
- ✓ Sound optimizing
- ✓ Transparent and combinable with all plastic colors
- ✓ Scratch-resistant

GRIP FEEL

Touch the grip of silence

Can something that
blocks provide a grip?

Is perceptible
resistance quiet?

How much grip is in friction?



KURZ Grip Feel provides the answers. The high frictional resistance of dirt-repelling touch effects gives your surfaces great grip. Placement areas and grips are slip-proof and also help mute noise. A free choice of designs and colors creates surfaces that are ready for the future.



Touch it ↓

The tangible benefits of GRIP FEEL:

- ✓ Grippy finish
- ✓ Anti-sliding
- ✓ Anti-noise
- ✓ Long-term durability
- ✓ Transparent and combinable with all plastic colors
- ✓ Scratch-resistant

Grasping the future Creating haptic effects

Raise the bar in your sector with KURZ Soft Touch

Reap the benefits of our many years of experience in the decoration of plastic surfaces and tap into the potential of haptic surfaces in your segment. Our KURZ Soft Touch foils can be combined with custom designs, transparency, and backlighting to create surprising haptic effects on your product surfaces. KURZ Soft Touch is custom-tailored for use in trend-oriented sectors such as automotive and consumer electronics, as well as for consumer goods, cosmetics, home appliances and aerospace.



A proven method for innovative effects

Creating haptic textures with IMD technology

KURZ Soft Touch provides a promising finishing option that will set you apart from the competition. As industry experts, we know that efficient finishing of your products and components is essential to the long-term success of your brand, so we have designed our Soft Touch solutions for an innovative process that will make haptic finishing cost-efficient and environmentally friendly for you: Inmold Decoration (IMD).

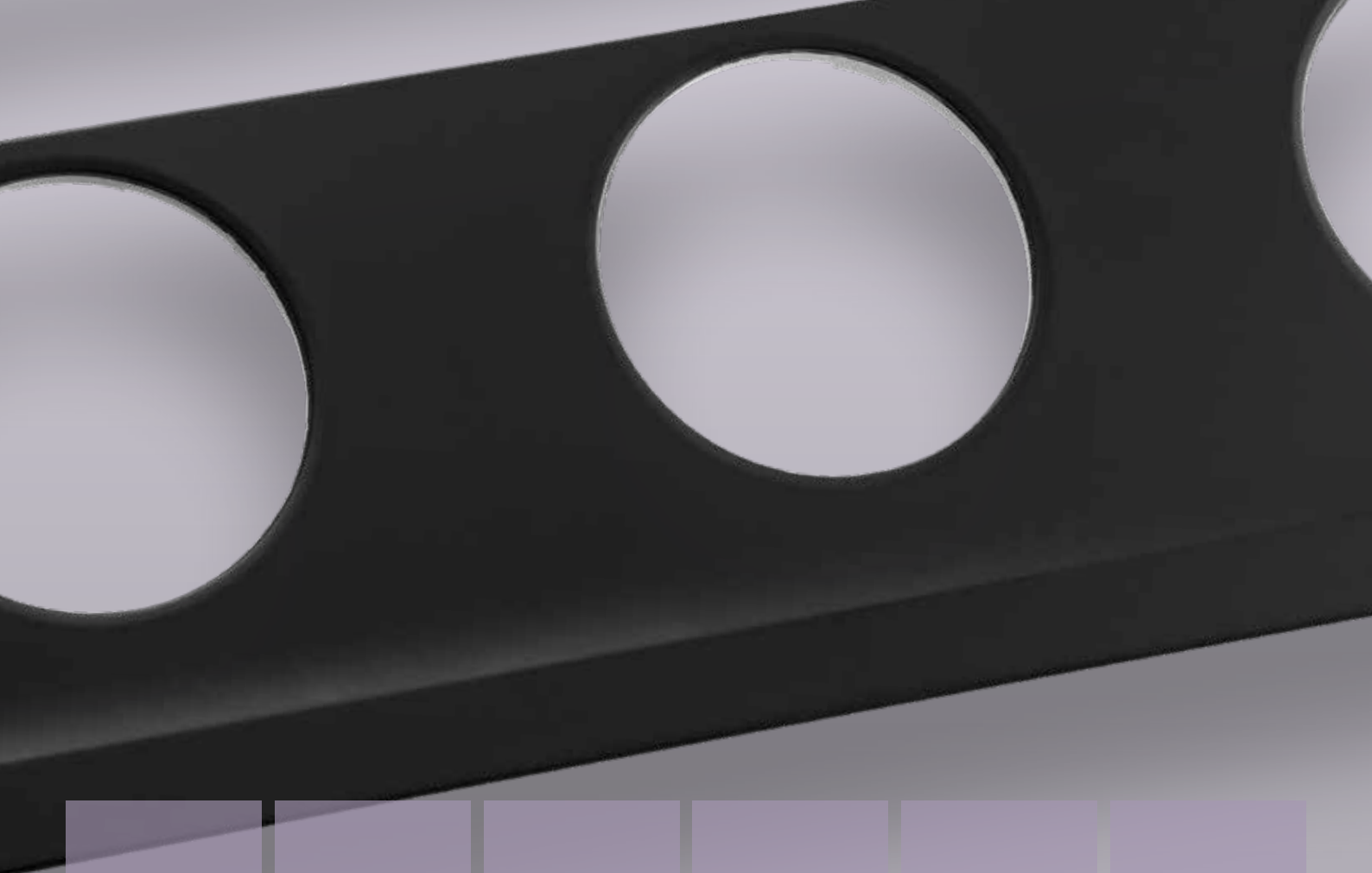
Learn more about IMD.
www.plastic-decoration.com



IMD/IMD Pro®

The highly efficient process combines casting and hot-stamping in a single work step. A modified hot-stamping foil is fed through the mold and pressed into the cavity by the injection-molding material. The temperature peels the decoration layer from the substrate and adheres to the plastic piece. The need for subsequent decoration, intermediate stocking and other work steps is eliminated.

Take advantage of our comprehensive service and support for your application. We stand by you from conception to serial production with our extensive know-how in finishing and trim. You will come out ahead with our haptic finishing results.



Do your plastic surfaces have to meet specific requirements for resistance?
Would you like a special feel that fits the image of your brand?
Customize your haptic product design and let us develop the Soft Touch effects you need.
We would be happy to advise you.



www.plastic-decoration.com



KURZ is a major international supplier of thin layer technology with more than 5,000 employees, as well as 14 production facilities, 24 international branch offices and distributors located throughout Europe, North- and South America, Asia, Australia, Africa and the Pacific region. This worldwide presence implements the requirements of every single customer to provide the ideal full-service solution.

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