



MARKET DEVELOPMENT



LEADING EDGE TECHNOLOGY

NEW DESIGN APPLICATIONS FOR CROMATIPIC®

Cromatipic® is known in the automotive industry as Hauzer's clean and environmentally friendly alternative to chrome electroplating. However, design trends are changing, both in automotive and beyond. Designers now want to incorporate backlighting in metal-look design elements.

Cromatipic® holds great promise for those applications.



DESIGN DRIVES TECHNOLOGY

The two main techniques for incorporating backlights are lasering and translucent application. Translucent elements look like solid metal when unlit, but allow backlighting to shine through. With lasering, the metal-look coating is ablated in certain areas by laser. The coated parts block out the backlight, while the parts where the coating has been removed are as transparent as the substrate.

Both translucency and lasering set new requirements for the coating properties. A translucent coating needs to be as thin as possible. A lasered coating has to be able to deal with the edges that occur by lasering. All of this is in addition to the normal coating properties customers expect.

NEW STYLING OPPORTUNITIES

Hauzer results show that Cromatipic® can achieve translucency. Laser ablation tests on Cromatipic® coatings, done with our partners who can match the laser's frequency to the specific Hauzer coating, have also led to positive internal results with successful evaluation. Right now, Hauzer is working with customers looking to apply backlighting to determine their requirements and incorporate new test standards in the Hauzer Iberica Cromatipic® competence center.

Are you looking to offer an extra wow factor to your potential customers with Cromatipic®? Please get in touch with Emilio Rodriguez Cabeo, +31 63 039 52 48 or ERCabeo@hauzer.nl.



↓ Cromatipic lasered plaques with backlighting off



↓ Cromatipic lasered plaques with backlighting on

