

## Kurz's new IMD PUR dual-technology process is a quantum leap for plastics decoration

Sydney, 18 July 2019: Kurz, a leading supplier of metallised foil based solutions for security and surface decoration, has developed an innovative new process that combines the advantages of IMD (In-Mold Decoration) with PUR (polyurethane) technology. In this process called IMD PUR, plastic parts are decorated during injection molding by means of in-mold decorating and then overflowed with PUR within the same clamping unit. This produces sophisticated designs under a crystal clear, high-gloss surface. PUR layer thicknesses of between 0.3mm and 15mm can be created that exhibit a marked depth effect. Besides a glossy glass appearance, the PUR coating also provides a high level of surface protection. The decoration remains intact when subjected to scratches or stone impact, and the PUR topcoat is self-healing when scratched. Stephen Pratt, Kurz Australia Managing Director, said: "The production and PUR flooding of injection molded parts in a single machine pass is a known process. The novelty, however, is in combining this with the IMD process. Kurz has developed IMD coatings that adhere perfectly to the PUR topcoat. This is another example of the quantum leaps Kurz is making in plastic decoration." The mold manufacturer Schöfer, a member of the Kurz Group, has precisely tailored the mold technology to the process. Schöfer, with its specialist experience in mold-making, complements Kurz's comprehensive know-how in thin-layer and process technology. "Thanks to the intensive development work undertaken by both parties, it is now possible to perform injection molding, IMD coating, and PUR coating in a single clamping unit. Furthermore, the tailored formulations of the IMD and PUR layers, as well as process-optimised molds, ensure significantly reduced cycle times. "Plastic parts decorated by means of IMD PUR exhibit the high surface quality, depth effect, and glassy appearance of PUR coatings. At the same time, IMD PUR offers the great design freedom that is characteristic of IMD technology, with the ability to perform design changeovers both quickly and efficiently," said Pratt. Press Contact: For further information or to speak with Kurz please contact: Jeffrey Coote, Account Manager, Filtered Media d: 02 8188 3616 | m: 0404 275 665 | e: jeffrey@filteredmedia.com.au About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With over 5,000 employees in 14 production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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