

Case study

Metal Plating ABS for Global Automaker, starex[®] MP-0160 R



The Challenges

Automakers around the world highly prefer metal plating materials that can achieve immaculate metallic effects of automotive parts such as radiator grille in a way that can highlight its upscale impression. To achieve the high quality metal plating look, not only high degree of surface smoothness but also excellent adhesion strength that can put together the plating layer and plastic material tightly are needed. In this regards, global OEMs have expected the development of a brand new material with better features as follows: lower defect rates caused by pitting and juicing; good stability during the etching process; and higher plating adhesion strength (up to 9N).

The Solutions

Metal Plating ABS MP-0160 R achieves excellent surface quality

To provide our customers with ‘high quality metal plating performance’, we were committed to develop ‘Master ABS’ material that can put metal plating surface smoothness and adhesion strength together. The Master ABS should also meet the diverse requirements of each OEM/Tier by supporting different metal plating processes.

As a result of hard working, we’ve succeeded in developing Master metal plating ABS MP-0160 R with both excellent surface quality and adhesion strength by utilizing the material formulation technology that could maximize the rubber dispersion.

MP-0160 R has dramatically lowered the defect rates caused by pitting and juicing, which in turn leads to impressive upscale appearance. The reinforced adhesion strength applied to the plating layer has also improved the product’s reliability noticeably. In addition, we provide not only material development but also technical support for metal plating process and defect analysis, implementing the OEM material approval process.

Case study

MP-0160 R has improved productivity by lowering defect rates during the injection and metal plating process. The improved metal plating adhesion level also ensures excellent product reliability.

Key Features

- Excellent Surface Quality
- Superb adhesion strength (9N ↑)
- excellent product reliability

Customer Benefits

- Reduction in Production Cost : Lower Defect Rates by Pitting, Juicing (30% → 20%)
- Lightweight

As a key partner of global automotive companies, we are fully committed to providing excellent technology and quick technical support in order to ensure customer satisfaction.

Seokchul.lee | Application Development Manager
 Seokchul.lee@lottechem.com
 T +82-31-596-3804

For more inquires, please contact.