

Case study

World's top-notch starex® Extrusion ABS adopted for global brand refrigerators

QU-0191 S, Extrusion ABS for refrigerator liners with slimmer and upscale design



The Challenges

ABS and HIPS are widely used as the material for refrigerator liners. ABS is generally deemed more upscale but HIPS is often preferred because of its cost advantage. Therefore, it is imperative for global home appliance makers to develop ABS materials capable of offering far better thin wall applications than HIPS -- a quality that outweighs the cost advantage of HIPS. In addition, a growing number of customers are seeking more affordable yet high-quality alternative choices as the prices of HIPS continue to go up.

The Solutions

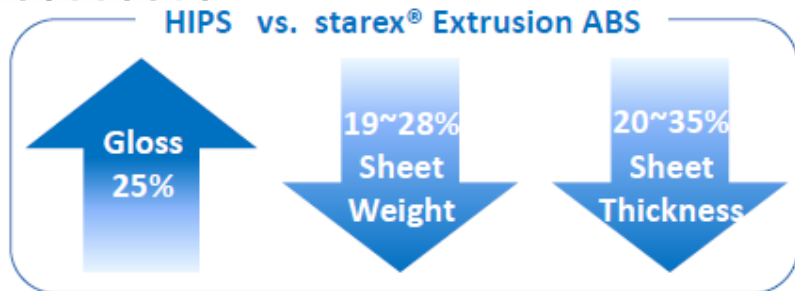
INFINO® Excellent Appearance PC/GF with higher modulus

Existing Extrusion ABS products retain excellent material and surface properties in comparison with HIPS. But they could not replace HIPS applied for certain models largely due to the cost issue.

LOTTE Advanced Materials has developed starex® Extrusion ABS QU-0191 S, a breakthrough product that is based on the company's cutting-edge ABS molecular design technology. This product comes with not only excellent material properties but also far better thin wall vacuum forming capability than HIPS and the existing ABS.

QU-0191 S has advantages in many aspects compared with HIPS. For a start, it can allow for vacuum forming that can make ABS sheet which is 20-30 percent slimmer than HIPS; a 19-28 percent reduction of sheet's weight; and 25 percent or higher gloss rate. The product also has high modulus feature and excellent chemical resistance, which can effectively lower defect rate of refrigerator liner thin wall forming. At the same time, the company's engineers are dispatched to sheet extrusion, vacuum forming assessment to offer technical guide.

Case study



LOTTE Advanced Materials tries to incorporate the latest market trends into its products and reflects VOC (voice of customer) in a proactive fashion. By providing top-quality technology, material solutions and customized technical solutions, LOTTE Advanced Materials has been solidifying its position as a leading partner with global refrigerator makers.

Enhanced Productivity, Reduction in Production Cost, Refined Design

QU-0191 S has excellent thin wall forming capability, which is ideal for lightweight design. This is combination of the advantages helps customers to enhance productivity, slash production. In addition, its excellent gloss feature allows for applying more refined and creative designs to products.

Key Features

- Excellent sheet extrusion stability
- Superb thin wall vacuum forming capability : 20 ~ 30% slimmer than HIPS
- Aesthetically advanced high gloss feature : 25% higher than HIPS
- Good Chemical Resistance

Customer Benefits

- Reduction in Production Cost
- Lower Defect Rates
- Luxurious aesthetics

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