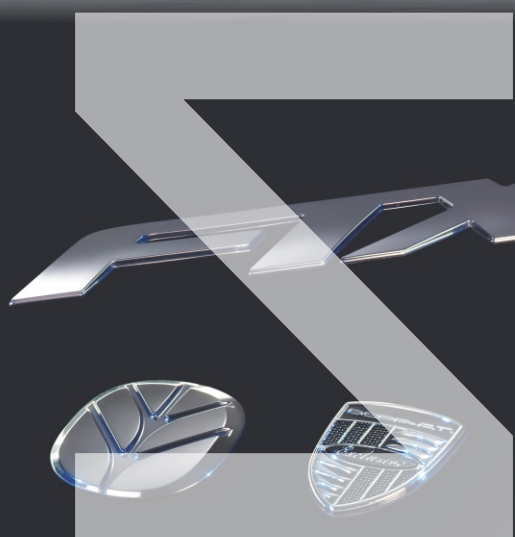


TM



IVECO
DAILY

Dodge
by Petty

Land Rover
500ie

BOSCH

FACTORY EMBLEMS

KROMEX®

Patented Technology

KROMEX®: CHARACTER, STYLE AND RESISTANCE IN TIME.

KROMEX® is meant for all market fields and is the best way to differentiate customers' brands by creating 3D badges that truly stand out from the crowd.

KROMEX® wants to move fast and cost-efficiently yet maintaining high quality in aesthetics and durability.

KROMEX® was launched on the market in 2007, as an alternative to chrome plated badges, which represented a huge percentage in the market of emblems.

However, chrome plated badges are mainly metal plated (with chrome or matt finishing).

KROMEX® technology wants to go further by proposing a fresh, modern, flexible and more versatile product.

Since the market of logos and brand identification is always looking for eye catching solutions, KROMEX® Technology introduced also different finishing from chrome or matt only.

As a matter of fact, there are many finishing solutions: chrome, chrome plus colors, matt, matt plus colors, colors and special effects (transparent or colored resin casting on the top of the emblem).

Moreover, logo design is fast changing:

Customers want to renovate or modify their emblems always more frequently.

This means lower quantities for the same design, and always new designs.





KROMEX® Technology allows to produce also badges in limited quantities, thus reducing on the cost of the mould.

Being a relatively new technology, KROMEX® has enormous possibilities to increase its penetration on the market.

KROMEX® is being used more and more within the emblems market so there is a growing demand for KROMEX® Technology.



KROMEX® VS INJECTION MOULDING.

	KROMEX® TECHNOLOGY	INJECTION MOULDING
 <p>FLEXIBLE</p>	<p>Flexible and easy to be applied both on flat or curved surfaces.</p>	<p>Rigid emblems: the same part cannot be applied to flat or curved surfaces. You need to manufacture two tools, therefore doubling the costs!</p>
 <p>TOOLS</p>	<p>Fast and inexpensive engineering: there are very easy guidelines for the construction of the main tool through the use of graphic software accessible by everyone. Fast tool realization. Cost-efficient tooling. Fast delivery of the emblems: possibility to supply samples to the customer in one week.</p>	<p>The tools for injection molded emblems are expensive and quite long to manufacture and are justified mainly for big productions.</p>
 <p>CHROME EFFECT</p>	<p>Kromex® enables full control of the manufacturing process in-house, with no need to outsource.</p> <p>With Kromex® you maintain control of “in house manufacturing”, providing you:</p> <ul style="list-style-type: none"> - Complete Control of costs. - Total Control of the production. - Absolute Control of the quality. 	<p>Injection molded parts must be chrome plated.</p> <p>It is therefore necessary to outsource injected emblems to specific companies for the chrome plating process, adding therefore additional expenses, additional processes and creating a lack of control over the production and the quality of these parts.</p>
 <p>ECO FRIENDLY</p>	<p>Environmental friendly: no PVC, no hexavalent Chromium (Chromium VI), no phthalic plasticizers.</p>	<p>Chrome plating for injection molded emblems is a polluting process due to the amount of CrVI released in the environment.</p>

KROMEX[®] WINNING POINTS.



FLEXIBLE

The final product can be applied indistinctively on flat or curved surfaces.

Thanks to Kromex flexible materials there is no need to change anything in the production cycle in case of different applications, be it on flat or curved surfaces



NO OUTSOURCING

No need to outsource any parts of the process (i.e. chrome plating). This is a great advantage permitting total control of all production steps in-house, f.i. control of cost and production time.



FAST ENGINEERING

Easy rules for the construction of the main tools through the use of graphic software accessible by everyone.



FAST AND COST-EFFICIENT SAMPLES PRODUCTION

Possibility to supply the Customer with new ideas and new graphic proposals in just one week.

Samples will feature just the same quality as the final production.



FLEXIBILITY IN COLORS

No difficulties to produce scripts, logos or badges with many different finishing from bright chrome, satin, brushed to colors



OPTIONAL EFFECTS

Possibility to add more aesthetic features to the final product such as screen printing or PU casting.



GEOMETRICAL SHAPES AND SHARP ANGLES

Possibility to produce parts as thick as in injection moulding with live edges and sharp angles (up to 12 mm - 5° angle).



BACK SIDE

Easy to manage. No need of double adhesive die-cut.



ENVIRONMENTAL FRIENDLY

All the materials involved are in compliance with the recent Environmental Norms.



AUTOMOTIVE GRADE

Possibility to supply Test Reports in compliance with the strictest Automotive Norms.

- In the sample phase the Kromex mold cost is sensibly lower than other technologies. This allows anyone involved in the Badge aesthetic phase to see some real production samples before going in production.
 - The range of colors and shades is unmatched using Kromex.
 - Durability when applied with the right adhesive is guaranteed at low and high temperatures.
 - More badge flexibility
 - Considerable saving in the overall project cost.
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