

News Release

Enabling attractive branding on metallic lamp bezel surfaces of automotive headlamps with Ultradur®

- Laser transmittance Ultradur® allows laser engraving on metallic bezel surface without degradation
- Ultradur provides a high glossy surface finish, good processability, as well as low fogging and mold deposit for headlamp application

Shanghai, China – August 20, 2021 – BASF has introduced a new grade of its established Ultradur® polybutylene terephthalate (PBT), which enables more attractive branding on metallic lamp bezel surfaces of automotive headlamps. The new grade was developed to meet the growing demand by Original Equipment Manufacturers (OEMs) for an improved brand image of headlamps.

While Ultradur is already widely used for headlamp components such as lamp bezel, brackets, the new laser transmittance PBT unreinforced grade Ultradur 4570 HGL LT enables laser engraving on metallic lamp bezel surfaces. This provides clearer and high-quality logo markings on automotive headlamps.

In particular, the new grade helps customers avoid degradation on black lamp bezel surfaces during the laser marking process and maintain a high glossy surface finish, good processability, as well as low fogging and mold deposit.

“BASF focuses on the trends of next generation of headlamps and offers various Ultradur solutions for lamp bezel with extensive experience and in-depth expertise in automotive lighting systems. With the growing demand for branding on lamp bezel

surfaces, we are helping our customers - tier suppliers of systems and parts – to develop tailored solutions for end-users,” said Desmond Long, Vice President, Business Management Transportation, Performance Materials Asia Pacific.

Different technologies exist for lettering on plastic surfaces, such as laser marking, printing, and molding. Laser marking is popular among customers owing to design freedom, no further preparatory work or reworking necessary, high processing speed, and good contrast.

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About BASF

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