



## Automotive

Single-component touch fasteners for seating applications

### Fourth-generation VELCRO® Brand mold-in Fasteners give seat designers all the benefits of our previous fasteners in a design that is even more economical.

Like the VELCRO® Brand hook-and-loop you've used for years, our latest mold-in fasteners speed assembly vs. ring-and-wire seat tie-downs, with less scrap and lower overall cost. They are molded into the bun as the foam flows into the mold, inserted into the mold cavity in a single step, and magnetically held in position until foaming is complete.

Fourth-generation mold-in features rugged High-Technology Hook (HTH), molded of a ferromagnetic resin that assures attraction to the tooling without the customary metal insert. The hook design is a new configuration of our proven Hook 31 that optimizes loop engagement.

HR1 and HF3 weigh about one-third less than other hook and loop and require less engagement force. For details, please turn the page.



A gasketed HF3 12 fastener in the foam bun engages the VELCRO® Brand Loop Auto sewn onto the trim cover. The loop fits snugly in the trench to minimize seat trim line variation.

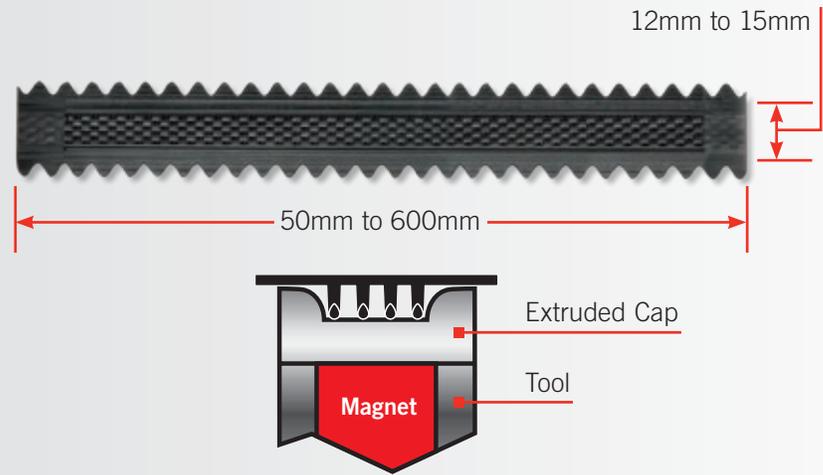


The tabs of the HR1 15 fastener are securely anchored in the foam.

# HR1

Our new HR1 touch fastener has distinctive scalloped edges that serve as anchoring tabs to improve foam adhesion. Available for tool widths of 12mm and 15mm, it has a new primary seal wall and stiffening rib, plus a flat area for a secondary seal.

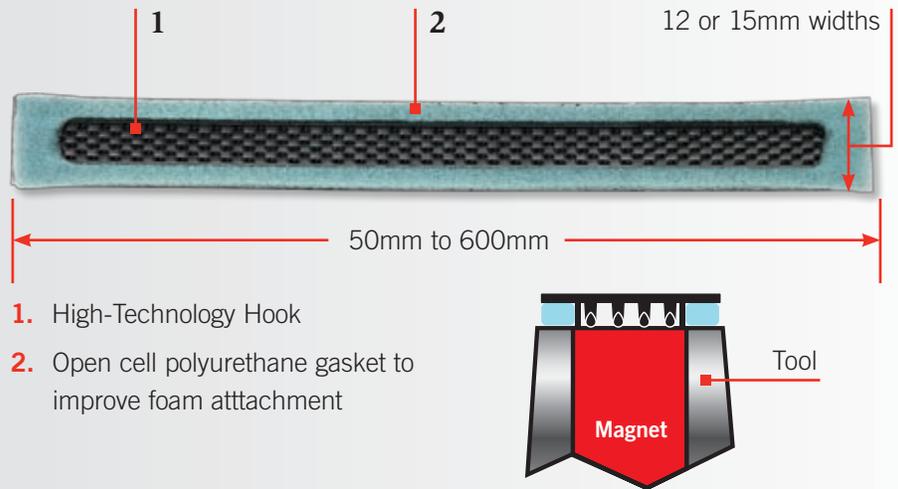
The tooling is simpler than for our M3G fastener, and extruded caps are available to make it even more cost-effective.



# HF3

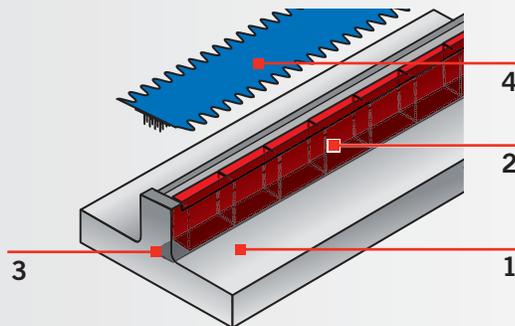
The HF3 mold-in fastener builds on the best features of our HR1 and MIGG styles, creating a strong secondary seal with a foam gasket 38% narrower than MIGG.

This flexible fastener conforms to a 7-inch tool radius without losing contact (15-inch is the limit for other fasteners), yet stiff enough for one-hand placement in the mold. HF3 comes in 12mm and 15mm widths and requires no special tooling.



# Typical Tooling

1. Aluminum Pedestal for part placement
2. Rare Earth Magnets (typically 1 row) to attract metal in fastener
3. Ferrous Bar to maximize magnet performance
4. Touch Fastener



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