



CASE STUDY: PHILIPS HQ 7140 ELECTRIC RAZOR

Manufacturers of household appliances and fashionable accessories for personal grooming are increasingly turning to film insert molding (FIM) technology to give their products high-quality decorative surface finishes. One example is the HQ 7140 electric razor from Philips. The front and back of the razor are made from Bayfol® CR 1-4 PC blend film, which is screen-printed on the back with a honeycomb effect. The glossy, highly transparent film makes the decorative effect stand out even more. In addition to being stylish the razor is also resistant to “shaving chemicals” such as after-shave due to the chemical resistance of the Bayfol® film. The film is easily cold formed, which ensures excellent positioning accuracy for the printed decorative elements.

FIM technology can also be used for all kinds of other applications including handles for hair dryers, curling irons and toothbrushes; front panels for washing machines and dryers; TV and radio fascia; and elegant cosmetics packaging.

Year: 2008
Company: Phillips
Product: Bayfol® CR 1-4
Markets: Consumer Electronics, Personal Grooming Accessories, Cosmetics Packaging
Attributes: FIM, chemical resistance



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