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PRESS RELEASE



Automobile Interior Panels Decorated Using 3D Dry Transfer Method Wins Good Design Award 2017

TOKAI RIKA CO., LTD. (Head Office: Oguchi-cho, Niwa-gun, Aichi, Japan. Kenji Miura, President) manufactures automobile interior panels that are decorated using a 3D dry transfer method, and which have received the Good Design Award 2017 organized by the Japan Institute of Design Promotion (JDP). These automobile interior panels were designed in cooperation with Toyota Motor Corporation, and this selection is a joint award for the two companies.

The 3D transfer method used for this product:

- Enables deep and nuanced coloring through multilayered printing.
- Allows patterning on 3D shapes with very little distortion through the direct transfer of a pattern printed on a highly elastic film onto the base material.
- Achieves a continuous representation across products thanks to high precision positioning.

In interiors consisting of multiple components, these characteristics create a unified space through a dynamic pattern layout, and make it possible to fully coordinate a broad area of the entire automobile interior.

In presenting this award, the evaluation committee praised the method as a technology that makes a significant contribution to the enhancement of expressiveness in design in the current context of severe restrictions imposed on automobile interior panels by the demand for high level cost reduction and improved quality.



Automobile interior panels decorated using the 3D dry transfer method

Reference: the Good Design Award

The Good Design Award is a comprehensive design-promotion system that picks good design out of a variety of unfolding phenomena, and aims to enrich our lives, industries, and society as a whole by highlighting and celebrating these works. It is hosted by the Japan Institute of Design Promotion, a public interest incorporated foundation. Submissions come from a wide range of fields.