

## **CREATIVE FOAM CORPORATION**

### **Discussion Overview**







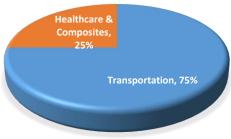
- Company Overview
- Customers
- Manufacturing Expertise and Materials
- R&D Support
- Product Portfolio



## **Company Overview**

- Established 1969 Celebrating 53+ Years of Service.
- 13 Production Facilities in six States and Mexico.
- Dedicated Engineering and Development Center.
- Serving Transportation, Healthcare and Composites.
- Forecasted Sales Exceed \$286 M in 2023.
- Fully Registered With ISO/QS/TS/IATF/ISO14001 Certifications.





- Transportation
- Healthcare
- Composites

## **Key Transportation Customers**





































### **Key Composites and Healthcare Customers**













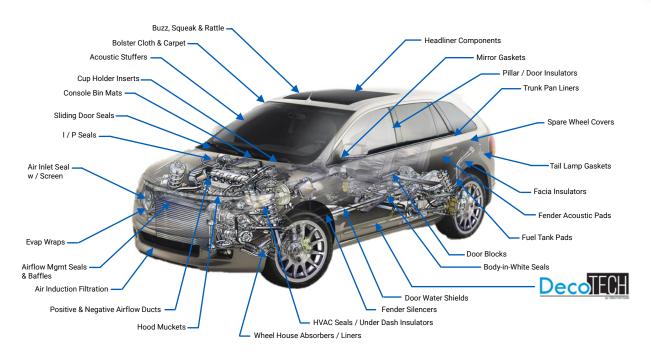






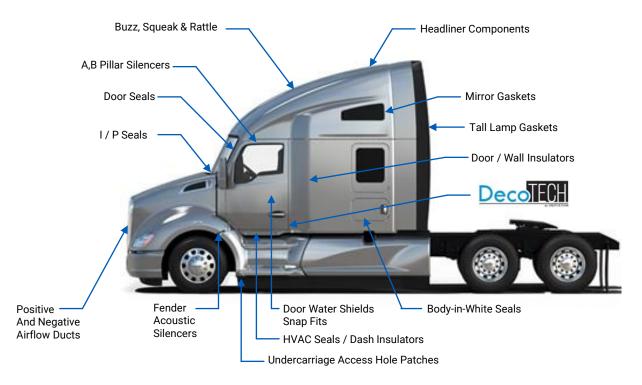


### **Transportation Product Portfolio**



Engineering and manufacturing solutions that help you put quality on the road

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Engineering and manufacturing solutions that help you put quality on the road

# **New Market Segments**



















## **Manufacturing Expertise**



Compression Molding



Vacuum Forming



**Fusion Molding** 



Molded Urethane



Die Cutting, Laminating, Adhesive Application

## **Manufacturing Expertise**

#### **Additional Processes:**

- CNC Machining (3&5 Axis)
- RF Welding
- Adhesive application
- Vertical / Horizontal cutting
- Sonic Welding
- Assembly













## **Material Expertise**

### Unbiased Material Offering: In Excess of 300 Materials...

- Polyolefins
- Polyurethanes
- Nonwovens
- Felts
- Plastics
- Barriers
- Composites
- Scrims
- Closed Cell Rubbers
- Foam Tapes
- Adhesives



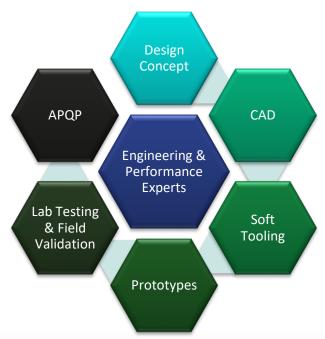






## **R&D Support**

Creative Foam offers design and development support for NVH products, water and dust seals, heat shields, flooring systems, door pads among many other products. On site service available with native English, Spanish and German language speakers.



## **Engineering and Development**



#### **Technology and Innovation Center**

- 31,000 sq. ft. Dedicated Facility
- Program Management, Design and Development
- CAD/CAM and Automation Design
- Design and Build Specialized Machinery and Tooling
- Laser Scanning for Reverse Engineering & Prototyping
- Production Intent Prototyping Processes
- New Materials Engineering, Testing and Validation
- Corporate Test Laboratory
- Vehicle Tear-Down / Competitive Benchmarking



## **Corporate Lab Capability**

### Testing capabilities include:

- Compression Deflection
- Adhesion Peel, Release,
   Shear
- Dimensional Evaluation
- Compression Set
- Corrosion
- Elongation
- Flammability
- Heat Aging
- Steam Age
- Humidity Resistance
- Low Temp Flexibility
- Non-Volatile Content
- Radiant Heat
- Mildew

- Sealability
- Slam
- Specific Gravity / Density
- Odor
- Wicking
- Temperature Ranges
- Stain / Resistance
- Tear Resistance
- Tensile Strength / Modulus
- Water Absorption
- Viscosity
- Blocking Adhesion-State
- Loft Thickness







# **Compression Molded Parts**



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# **Vacuum Formed Parts**



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# **Fusion Molded Parts**



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# **Urethane Molded Parts**



# Die Cut Parts







- A Fender Insulator seals the noise/wind leak path between engine and passenger compartments
- We offer many different material options, and convert into 2-D and 3-D parts
- We will select the best material and conversion option for your application



### **Case Study – Transmission Insulator**





### Challenge

 Ten Speed Transmission Creates New and Unwanted Engine Compartment Noise

#### **Solution**

 Acoustic Shield to Solve
 Noise Problem and Hold Up in Heat Environment

#### <u>Outcome</u>

- Expertise in Materials Yielded

   Multi-Layer solution

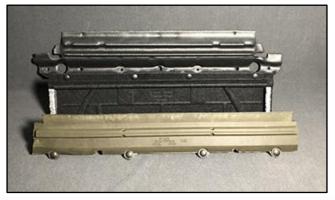
   Quick Prototype Capabilities

   Provided Samples Within Days
   for In-Vehicle Validation
- This solution has been Carried Over to Multiple Vehicles

### **Radiator Seal / Air Deflector**

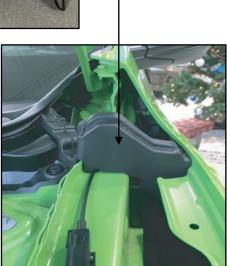
- Air flow control and sealing is critical to the proper function of a Radiator
- Our depth of material types, custom designed and converted using one of our many manufacturing techniques, offer lightweight and effective sealing and air flow control for all vehicle front end modules
- Regardless of material type, weight, performance, or cost, Creative Foam has the solution for your application







### **Engine Compartment Seals**



#### **Applications:**

- Noise Seal
- Wind Seal
- Dust Seal

#### Performance:

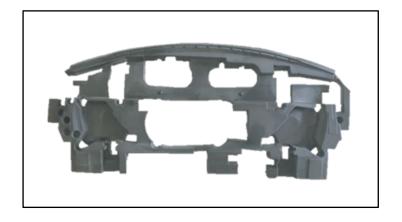
- Lightweight
- Acoustic Absorber
- Water Resistant
- Mold In Clips
- High Temperature Resistance

#### **Process / Material Options:**

- Foam in Place PUR Foam
- Fusion Molded XLPE Foam

### **Case Study – Package Tray Insulator**





### Challenge

High Cost of Twelve Separate
 Die Cut Foam Attached to Package
 Tray for NVH and Support

### **Solution**

 Creative Foam Designed a Molded Urethane Part to Replace all Twelve Pieces

- Improved Installation Efficiency
  - Over \$5 Cost Savings
    - Improved NVH

# Case Study – Fuel Pump Cover





**Fusion Molded** 





Vacuum Formed

### Challenge

 Fuel Pump Flange Corroding Due to Chemical Contamination

#### Solution

- A Lightweight Molded Foam Protector Resistant to Chemical Corrosion
- Includes a Snap Fit Top Seal to Protect Electric Connectors

- Two Applications of Successfully Protecting Fuel Pump From Field Failures
- Solution to Carry Across Platforms

### **Case Study – Sheet Metal Stiffener**



### Challenge

Traditional "Bake-On" Sheet Metal Stiffeners Can Cause

- Corrosion Issues
- Contamination of the E-Coat Bath

#### **Solution**

- Adhesively Applied Stiffener After Paint Ovens
  - Closed Cell XLPE Foam at 1 Inch Thick
- Closed Cell XLPE Foam ( with stiffening film) at 0.25 Inch Thick

- Lower Cost (-15%)
- No Corrosion Risk as Bake-On-Stiffeners
- No Risk of Contaminating the E-Coat Bath
- Potential Additional Acoustic Advantages for Vibration Damping

## **Cargo Management Systems**

# **Load Floors and Storage Bins Acoustic Treatments**

- Integration of Aesthetic Textile, Printed Films and Functional NVH material
- Load Floor Honeycomb Constructions with Thermoplastic or PU / Glass Skin Layers
- Acoustic Mass Decoupler Constructions, as well as Multi Layer Air Permeable Solutions for Optimized Part Weight and NVH performance



Load Floor



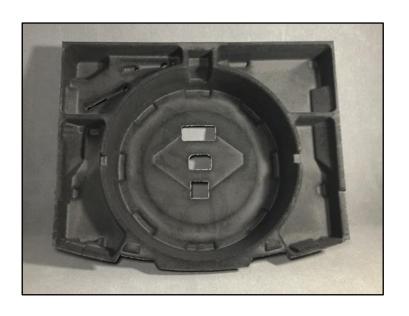
Storage Bin / Spare Tire Ins.





Interior Wheelhouse Insulators

### **Case Study – Trunk Storage Bin**



### Challenge

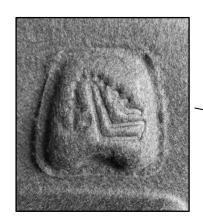
 High Cost of Separate EPP Parts to be Replaced by a Cost Effective One-Piece Solution

#### **Solution**

 Creative Foam Designed a Molded PP/ Glass Part with Carpet Facing

- Deep Draw Design Maintaining Structural Integrity and Support for Load Floor
- Reduced cost and complexity

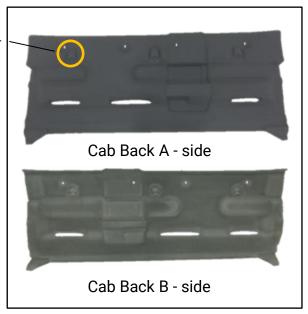
### **Pick-Up Cab Back Panel**



**Expanded View** 

- Provides Precise Interface to Mating Parts
- Multi-layer Integrates Sound Transmission
- Loss at Air Extractor
- Creates "Torturous Path" for Noise Control
- Maintains Proper Air Flow
- Integrated Child Tether Cover Molded-in

#### **Tri-Laminate Process**



### **PU Spray Technology**

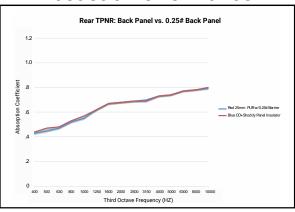
#### **Established Technologies:**

- Needled fiber facing with moldable backing and fiber or PU foam torturous path
- Injection molded trim panel with absorber

#### **New Development:**

- In-Mold PUR Coating for superior appearance and wear resistance
- Foam-In-Place PUR to sheet metal side
- Higher Degree of Freedom for Design
- Weight Save at superior Acoustic and Air Flow Performance
- Lower Cost

### **Acoustic Performance**











### **Engine Beauty Cover Insulator**

- Front Side-Injection Molded Thermoplastic, Printed Raised Letters
- Back Side Polyurethane Molded Foam, Aluminum heat Shield, Rubber Isolators for Mounting
- Integrated Engine Cover Assembly Injected Molded Exterior Provides Appearance and Branding Urethane Foam on the Back Insulates Against Acoustic Mid and High Frequency As Well As Heat Aluminum Heat Shield is to Deflect the Heat Source of the Turbo.

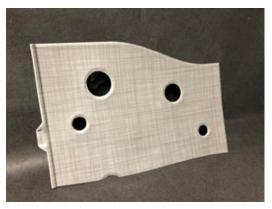
**Turbo Diesel Cover** 







## **Case Study Class 8 Truck Flooring**





### Challenge

- Replace black Rubber Flooring with a Decorative Surface
- Meet Customer Performance Requirements

### **Solution**

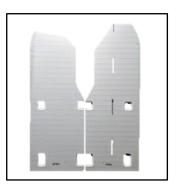
- TPO Film with Graphic Print, Wear Coating and Acoustic Barrier
  - Polyurethane or PET Nonwoven Underlayment
    - Meets OEM Specification
    - Passed Vehicle Validation using Parts off Production Tool

- Product meets OEM specifications
  - Passes In-Vehicle Validation

## **Structural Lightweight Composites**

### Machined Rigid Foam

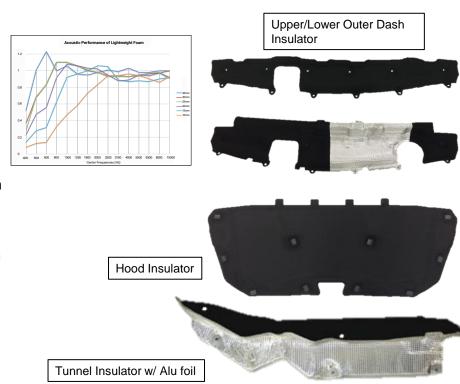
- Provides structural integrity / reinforcement
- Ultra light construction
- Materials: PET, PUR, XLPE, PVC, balsa and
- other specialty woods
- Dedicated prototype team Applications in Automotive, Heavy Truck & other industries
- Complex shapes are possible
- CNC machines used for precision cutting for seamless joining
- Maintaining tight tolerances
- Kitting of various components is possible
- Consists of fewer pieces, resulting in quicker assembly
- Intuitive engineering and design support to provide robust lightweight solutions
- Largest part processing size is 4'x8'





### **Engine Compartment Insulator**

- Lightweight Foam is 30-40%
   Lighter Weight than Other
   Comparable Materials Used in the Application
- Excellent Weight / Acoustic
   Performance Value
- One Step Mold / Pinch Production Process for Optimized Manufacturing
- Elimination of Sharp or Open Trim Edge, for Ease of Installation at Customer Assembly Process



### **Acoustic Heat Shields**

#### **Material Description**

**NV693**: Mechanically bonded blend of Polyester non-woven fibers with a foil facing

**NV690**: Mechanically bonded blend of Polyester and carbon fiber non-woven fibers with a foil facing

Heat shielding material can be supplied with a selection of pressure sensitive adhesives for use on a variety of applications, or with mechanical fasteners (as shown)



#### **Heat Shield with Acoustic Performance**

#### **NV693**

- Rated for radiant heat exposure of + 650° C (1,202° F) temperatures with a 1" space between the heat shield and the heat source.
- Proven to withstand 10 hours heat soak testing, starting at
- 200°C (392°F) and increasing 10°C (50°F) every two hours up to 240°C (464°F).

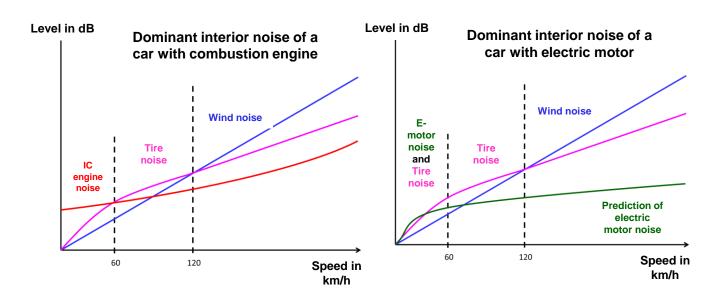
#### **NV690**

- Rated for radiant heat exposure of + 650°C (1,202°F) temperatures with a 1" space between the heat shield and the heat source.
- Proven to withstand 14 hours heat soak testing, starting at 200°C (392°F) and increasing 10°C (50°F) every two hours up to 260°C (500°F)

### **Electric Vehicles**

Noises from <u>internal combustion (IC) engines</u> dominates at US driving speeds

Due to their tonal frequency spectrum, electric motors are subjectively noticeable especially at low speeds



### **Electric Vehicles**

#### EV Market and expected changes

- EV market share is gaining momentum: 2020: 1.8%; 2021: 3.5%; 2025: 16% (IHS)
- Traditional interior Sound Packages will remain with shift to light weight absorptive solutions
- · Noise from auxiliary equipment will not be masked by engine noise
- Tire noise will become the dominant sound source
- · Added Front Trunk space
- Lower temperature requirements

#### EV specific parts Creative Foam produces

### Utilizing our PUR technology with optional barrier or spray skin for Electric Motor Covers

- · Rear and Front Electric Motor Cover
- · Compressor Cover
- Auxiliary equipment such as pumps or electric motors









### **EV Motor NVH Benchmarking**



Creative Foam Corp. performs benchmarking analysis and can develop and produce typical EV Motor Wraps.





## **Current EV NVH Applications**

Electric Motor Cover (SDU Front Motor Cover)



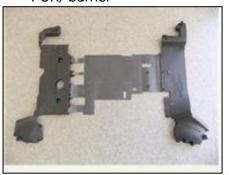
Electric Motor Cover (SDU Front Motor Cover)



**Compressor Cover** 



SDU Front Motor Cover, PUR/ barrier



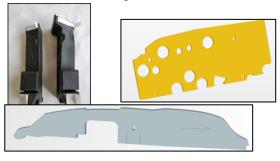
- Molded PUR
- Line to line fit to Motor Housing
- Typical density: 4 8 pcf
- Optional spray skin water absorption, scratch resistance, acoustics
- Optional integration of barrier layer

## **Current NVH Applications EV & Hybrid**

The EV Interior Acoustic Package is very similar to the traditional ICE Package



**Body Plugs** Typical materials: PE foam, barrier, fibrous absorbers



Die cut Absorbers such as Fender Stuffers. **Ouarter Panel Insulator** 



**Hush Panel** 



Storage Bin



Transmission Cover (Hybrid Vehicle)



# **THANK YOU!**