

# ADVANCES IN LIGHTWEIGHTING VALIDATION

A wireframe model of a car, showing the internal structure and components, rendered in a light gray color against a dark background.

## Presentation Topics

- ≈ Material Characterization of TPO & CFA's
- ≈ CAD simulation capabilities
- ≈ Correlating CAD simulations to molded parts
- ≈ Supporting sustainable automotive designs

# TODAY'S SPEAKERS

SCOTT WEBER & ZACHARY ALDERMAN



**Scott Weber**

**Business Development Manager – Transportation**

Collaborates with OEMs and Tier Suppliers on molded-in color effects and performance additives

Certified Lean Six Sigma Black Belt

Focuses on building customer relationships and aligning Avient's services to their needs



**Zachary Alderman**

**Senior Design Engineer – Avient Design**

Specializes in Finite Element Analysis (FEA) and Moldflow simulations

Holds a Graduate Certificate in FEA from the Colorado School of Mines

Certified Autodesk Moldflow Associate



# AGENDA

- **AVIENT AUTOMOTIVE**
- **CHEMICAL FOAMING IN AUTOMOTIVE**
- **AVIENT DESIGN**
- **CASE STUDY & RESULTS**
  - **ADVANCES IN CFA SIMULATION**
  - **SIMULATION WORKFLOW / EXECUTION**
  - **FUTURE DIRECTIONS**
- **CONCLUSIONS / Q&A**



# AVIENT AUTOMOTIVE



## INTERIOR

OVER 14,000 APPROVED OEM FORMULATIONS

MASTER PLAQUE SUPPLIER

SMARTBATCH™ ADDITIVES

COLOR, MATERIAL, FINISH

COLORWORKS™ DESIGN CENTERS

COLOR DESIGN GUIDES

**CHEMICAL FOAMING AGENTS (CFA) TO REDUCE WEIGHT AND DENSITY**



## EXTERIOR

PRE-COLOR FORMULATIONS FOR AESTHETICS, FUNCTION, AND HARMONY

SPECIAL EFFECTS TO PROVIDE CUSTOMIZED AND QUALITY AESTHETICS

PAINT REPLACEMENT SOLUTIONS FOR REDUCED VOCs

**CHEMICAL FOAMING AGENTS (CFA) FOR LIGHTWEIGHTING AND IMPROVED MPG**



## UNDERHOOD/FRUNKS

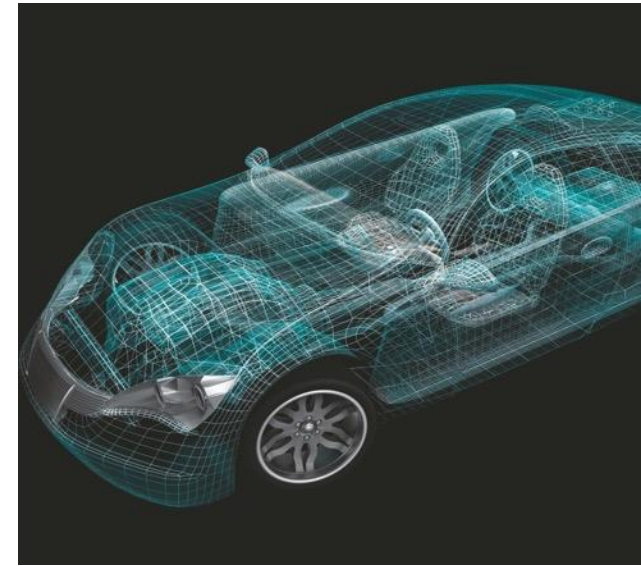
MRP COLLABORATION

FLAME RETARDANTS & UL APPROVALS

MOLDED-IN-COLOR (MIC) METALLICS FOR VISUAL ENHANCEMENT OF ENGINE COVERS

PERFORMANCE-ENHANCED DURABILITY FUNCTIONAL ADDITIVES

**CHEMICAL FOAMING AGENTS (CFA) TO REDUCE WEIGHT AND DENSITY**



## BODY / STRUCTURAL

MOLDED-IN-COLOR (MIC) METALLICS FOR VISUAL ENHANCEMENT

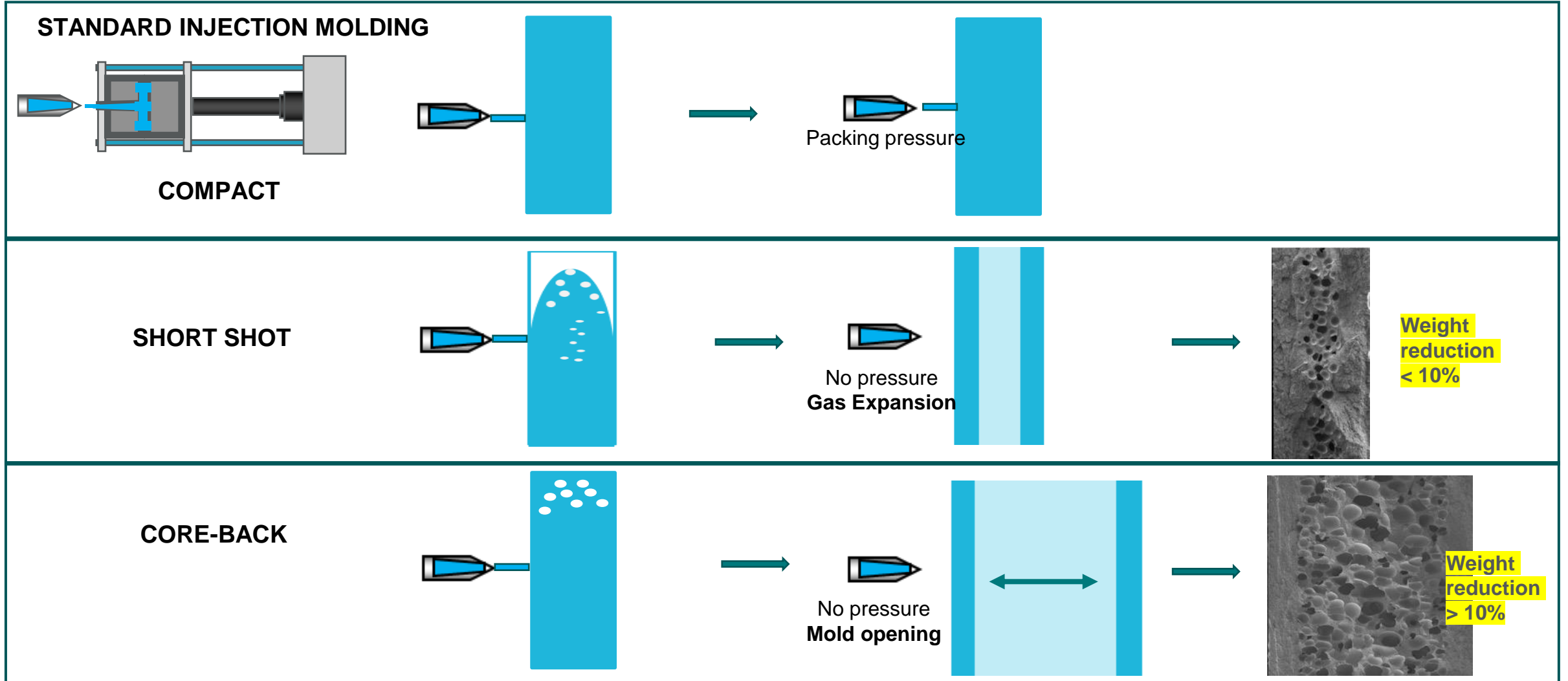
SMARTBATCH ADDITIVES WITH COLORANTS FOR EE, PART LONGEVITY, AND EFFICIENCIES

**CHEMICAL FOAMING AGENTS (CFA) TO REDUCE WEIGHT AND DENSITY**

ADVANCED COMPOSITES COLLABORATION

# INJECTION MOLDING PROCESSES

## COMPACT, SHORT-SHOT, AND CORE-BACK



# CFA VALUE

## HYDROCEROL™ & EXCELITE™ CHEMICAL FOAMING AGENTS

### Corporate Annual Fuel Economy (CAFE)

- ICE weight savings discussed in pounds
- EV engineers speak in ounces
- Reduced material potential (5 – 35%)

### Key Considerations

- Collaborative - Early involvement
- OEM / Tier 1 / Resin Suppliers
- Utilize OEM teams
- **Avient Design**
- Application TDEs



**20%**

Reduction in weight  
of dashboards



**20%**

Reduction In Cycle  
Time/Energy



Reduced CO<sub>2</sub>  
emissions



# CFA SUCCESS STORIES

## LIGHTWEIGHTING WITH EXCELITE & HYDROCEROL

### Current Automotive Programs

- Standard injection molding and core-back process
- With / without gas counter pressure
- Class “A” appearance
- 5-20% weight reduction
- Cycle time reduction
- Dimensional stability



INTERIOR TRIM PANELS



IP CARRIERS/SUBSTRATES



GARNISH TRIM, PILLARS



EXTERIOR COMPONENTS



INTERIOR GRAB HANDLES



UNDER THE HOOD & HVAC COMPONENTS



REAR LIFTGATE, FRUNKS AND TRUNKS





# AVIENT DESIGN

AN OVERVIEW



# ABOUT US

Avient Design is a group of highly experienced industrial designers and project engineers. Our goal is to become your trusted service adviser in product development while utilizing Avient specialty technologies. Our service supplements your development teams. We bring industrial design and engineering together with material and prototyping expertise. Team members come from various professional backgrounds, giving us a unique perspective on many markets.

St. Louis, MO



Lyon, France



# CASE STUDY OVERVIEW

## STRATEGY

- Correlate CAD simulation studies of Chemical Foaming Agents (CFAs) with the KPIs of Class A surface-approved polyolefin materials

## PROCESS

- CAD Simulation design of experiment (DoE); Injection molding of article; KPI measurements; Correlate & validate CAD simulation with molded part data

## BENEFIT

- Advance Avient current CAD foaming simulation platform – utilize findings for future product development opportunities, speed to market

# SUMMARY & CONCLUSIONS

## Case Study Results

- Hydrocerol reduced part weight, reliable 5% to 7% reduction in simulations
- Class A surface appearance approvals are possible
- Foaming simulation is predictable and optimizes new lightweight part design capabilities

## Advancing CFA Prediction and Correlation

- Continue to collaborate with Autodesk Moldflow regarding the CFA weight % Limit
- Predict mechanical properties of molded articles using CFA
- Utilize 3D scanning and/or CMM measurements for warpage and shrinkage correlation
- Identify variable nucleation model work needed for CFA cell structure

For more information contact: [Scott.Weber@avient.com](mailto:Scott.Weber@avient.com) or [Zachary.Alderman@avient.com](mailto:Zachary.Alderman@avient.com)





**THANK YOU**

**QUESTIONS?**