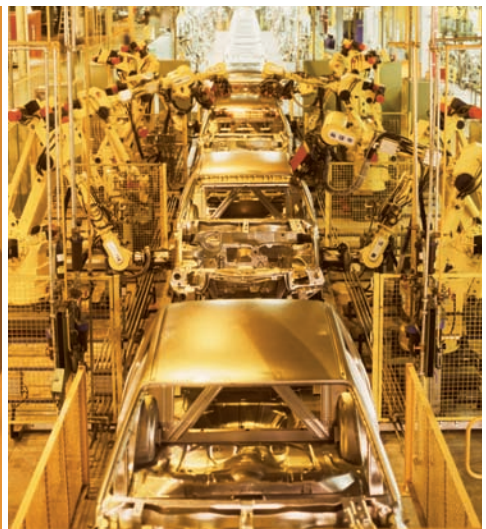
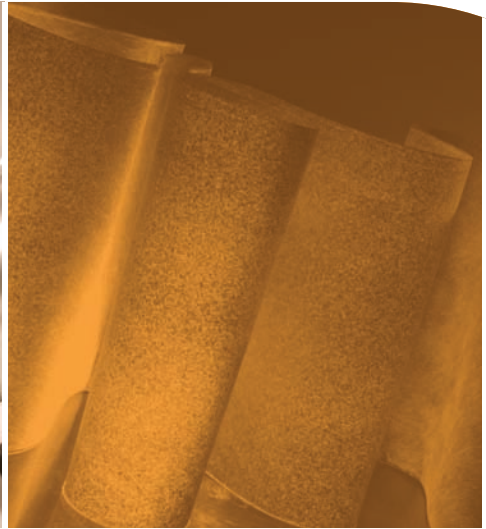


Automotive  
Applications



The automotive industry has a broad range of applications which not only have a highly unique set of product requirements, but demand global availability and world-class support. As a company with proven capabilities on an international scale, Dynic has become a trusted provider of high-quality specialty products designed for automotive applications.

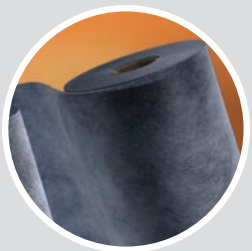
# A Focus on Quality and Service

Long a preeminent, worldwide supplier of thermal transfer ribbons and coated fabrics for a myriad of industries and applications, Dynic continues our tradition of bringing the highest quality materials and the highest level of service to our customers in the automotive field.

## Dynic's list of products includes

- Cabin Air Filter (CAF) media designed to trap odors and airborne particulates. Currently being used throughout the world by major automotive manufacturers such as Toyota, Dynic CAF material provides a high level of performance and customization to match virtually any application.
- Fabric and thermal transfer ribbons for automotive labels offering a combination of rugged durability, high print quality, UV protection and flame-retardant properties to meet many critical automotive applications.
- Specialty fabric for headliners and trunkliners which Dynic Corporation supplies to Honda and Toyota.

Along with consistent quality, Dynic is also recognized for exceptional service. Our friendly and knowledgeable staff is committed to fast response – whether your request is standard or includes special requirements. And our TTR testing lab can help determine the best match of media and TTR for your specific application.



## Partnering with VARs to Deliver Customized Solutions

Dynic USA is proud of our many relationships with value-added resellers serving the automotive industry. Capitalizing on our ability to deliver technically advanced, performance-tested products, VARs fulfill their customers' specialized criteria with products that

- Improve quality
- Meet and exceed performance standards
- Satisfy budget requirements



# Automotive Labels – Ensuring Durability and Safety

Labels are an important automotive component. Used to identify parts, display warnings and provide instructions for use, they must provide durability and resistance to fading over the life of the vehicle. In many applications resistance to burning and exceptional print quality are also essential.

## Keys to Success

### Flame Retardant

With a focus on safety, most automotive applications must comply with the standards of US FMVSS 302.

### UV Protection

Automotive labels have to maintain readability over many years and must not fade from prolonged exposure to sunlight and UV rays.

### High-Quality Imprint

Clear readability at all print sizes is an imperative in automotive applications to ensure proper use, effective communication of warnings, and identification of vehicle parts.

### Excellent Durability

Automotive labels must withstand high levels of wear and tear whether in the cabin or under the hood.



## The Dynic Solution

Dynic has a complete range of Cetus® coated textile fabrics that meets the stringent demands of automotive labeling applications. With products that offer UV protection and meet the flame-retardant standards of US FMVSS 302, Cetus fabrics are currently utilized for seat belt labels, air bag tags, seat identification tags, child seat tags and engine part labels. Cetus fabrics also enable faster print throughput than most competitive fabrics while ensuring maximum durability. When used in combination with Dynic's family of Sirius® thermal transfer ribbons, Cetus fabrics provide extremely high-quality imprinting to ensure maximum readability.

Additionally, Dynic's Sirius thermal transfer ribbons meet the specialized needs of under-hood applications. By providing resistance to chemicals such as gasoline, oil and brake fluid, they enable labels to withstand extreme temperatures and the gritty environment of car engine compartments.

## Seat Belt Manufacturer Relies on Dynic and Doug Brown Packaging

In an example of such a partnership, an automotive seat belt manufacturer approached Dynic seeking enhancements to their safety labels. Dynic contacted Doug Brown Packaging, a technology-oriented VAR that serves niche markets with tailored solutions. Russ Brown, president, developed a complete

response to the manufacturer's needs, including Dynic's Cetus fabric and Sirius thermal transfer ribbons along with a textile label printer.

The resulting solution provides high-resolution printing so that additional data and graphics

can be printed on the seat belt labels. Plus, the label fabric offers improved durability and increased printing speed. The labels pass UV, tear and flame-retardant tests and allow the manufacturer to track them more precisely through the manufacturing process, a necessity for the traceability mandated by the

automotive industry. Dynic and Doug Brown Packaging also accommodate the manufacturer's volume requirements by shipping, storing and distributing the Cetus fabric on a weekly basis. The manufacturer plans to expand its use of the solution to other lines, resulting in additional sales.



Dynic USA Corporation is a subsidiary of Dynic Corporation, a multinational company based in Japan. Founded in 1919, Dynic Corporation now has over 2,500 employees worldwide, sales of about \$1 billion, and offices in nearly every corner of the world.

Dynic USA was established in 1988 to serve as a manufacturing center for impact printer ribbons. In 1991, the company's role was expanded to include the marketing and manufacture of thermal transfer ribbons and coated fabrics. Dynic USA serves the markets of North America, South America, Australia and New Zealand.

Headquartered in Hillsboro, Oregon, Dynic USA also has a distribution center in Atlanta, Georgia to help make quicker and more economical deliveries within the Eastern and Southern regions of the United States as well as Latin America.



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## Cabin Air Filters - Improving Automotive Air Quality

Cabin Air Filters (CAFs) trap pollen, bacteria, dust, air pollutants, exhaust gases and odors, thus reducing particulate contaminants associated with asthma, shortness of breath, lung tissue damage, cancer, bronchitis, emphysema and influenza. In addition, a carbon component can be used within the material layers to further reduce unpleasant odors, harmful gases and other vapors.

### Keys to Success

#### Combination Filter

Activated carbon held between two layers of Dynic fabric removes pollutants and gasses as well as a range of odors.

#### Thin, High-Performance Material

Thinner material can contain more pleats to increase filtration while maintaining excellent air flow. Dynic CAF material can capture airborne particles as small as one micron.

#### Customizable

CAF materials can be developed to target certain odors or achieve very specific filtering characteristics.

#### Matching the Material to the Application

Each automotive manufacturer has different filter requirements. It is important, therefore, to be able to develop a CAF with the right blend of fabric and bonded filtering media to meet the needs of your particular application.

### The Dynic Solution

Dynic CAF material allows the manufacture of precision air filters with an activated carbon filter between two layers of very thin, non-woven fabric. Available in roll form only, it can be engineered to meet virtually any filtering requirement such as specific air-flow resistance, collection efficiency, deodorization capability and odor retention capability. By bonding various agents to the material's carbon layer, it is possible to target the elimination of particular odors, plus antibacterial or anti-mold characteristics can be added. Dynic CAF material is much thinner than competitive products, making it possible to increase the number of pleats as well as the effectiveness and performance needed to meet your automotive requirement.

