

Soar Above Form with Specialized Seating Surface Materials

Since the seat is always one of the most important components in the interior for consumers when purchasing a vehicle, materials have the opportunity to delight the senses and impress the driver at first glance and throughout the vehicle ownership experience. As the world's only Tier 1 seat supplier vertically integrated in both fabric and leather, Lear introduces opportunity for customization and personalization with Aventino[®] Signature, Lear's leather brand, and TeXstyle[™] Enhance, Lear's Guilford Performance Textiles brand for fabric. Both of these brands emphasize secondary enhancement technologies to further the appearance and value of fabric and leather, providing unique strategies for the utmost in design flexibility and styling excellence.

Use your creative powers to design the materials for a premium automotive seat for a vehicle in the future for consumers age 18 to 25 years old, using one or more of our secondary enhancement technology options of laser etching, printing, embossing, embroidery and welding:

- Laser Etching:** Laser Etching is a digital technology that uses an infrared beam to burn or cut the surface of a material with precision, enabling delicate and organic line art to be applied to a material. The line color that is revealed is usually tonal.
- Printing:** Using digital technology, a graphic file is transferred to a material prior to final finishing to impart limitless color and design to the surface.
- Embossing:** Design is pressed into a material from a tooled plate or roller using heat and pressure. The design effect can range from subtle texture to bold and dimensional.
- Embroidery:** Decorative top stitching styles and thread color are used to apply design onto material with a programmable embroidery machine.
- Welding:** Two materials are joined together using high frequency infrared technology. The secondary material is bonded to the ground material in isolated areas or shapes to create an appliqué effect.

Required for submission:

- Trending that inspired the seat material trim direction
- Material design and explanation of each technology proposed
- Application to seat including a material call out or visualization of the seat

Inspiration

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Secondary Enhancement Proposal

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Design Submission



Secondary Enhancement Technology Options:

Laser Etching



Printing



Embossing



Embroidery



Welding



Design the trim material for this seat using

Laser Etching, Printing, Embossing, Embroidery and/or Welding on Fabric or Leather:

