

Press Release

Vorbach, 28 November 2022

Technology partnership with TactoTek®.

- Licensing agreement with Finnish company as foundation for further excellent cooperation.
- Milestone for the automotive industry: IMSE® technology (In-Mould Structural Electronics) opens up new possibilities.
- Seamlessly integrated functionality combined with lighting solutions offers an outstanding customer experience.

Vorbach, Germany - Installing intelligent functions in trim elements: together with TactoTek®, Novem has taken this idea a step further and developed a smart trim element. An IMSE®-based solution is used, which we see as a significant milestone for the development of automotive interiors. We share a passion with the Finnish company for high-end quality. In the future, Novem will be able to produce trim elements with highly functional intelligent surfaces. The result is the orchestration of the automotive interior with enhanced functionality and additional design layers, considering installation space and weight.

Markus Wittmann, Vice President Program Management, Research & Development and Design on the partnership: *‘Novem places great value on developing high-end products with innovative technologies to deliver exceptional customer experiences. Using IMSE® technology in the design of automotive interiors allows us to integrate lighting and function into surfaces made of wood, fabrics, or premium synthetics, making them interactive. We have a long-standing partnership with TactoTek®. The licensing agreement is the next step and strengthens our collaboration.’*

IMSE®-based technology is a milestone for the automotive industry.

In automotive interiors, there are increasingly functionalised applications such as touchpads or capacitive displays. Diversity and complexity in terms of surfaces and shapes also pose greater challenges. Reducing installation space and weight, questioning component concepts, or minimising the use of materials requires rethinking and lateral thinking. The IMSE®-based solutions from TactoTek® offer great potential for countless applications in the production of decorative and functional elements.

A holistic experience for the customer.

In more than 70 years, Novem has acquired an outstanding expertise in the market for trim elements. Customers from the premium automotive industry worldwide rely on the Company's supreme engineering and product development competence. With the know-how of IMSE® technology, we strengthen the understanding of function-integrated surfaces and offer customised solutions to the users. The functional foil embedded in plastic serves simultaneously as a sensor surface and a light source and allows all symbols to shine homogeneously. In addition, it is possible to integrate lighting and control elements in such a way that they only become visible when backlit. The result is a fascinating interaction of material, lighting and function.

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Smart trim element: seamlessly integrated functionality in genuine wood. | © Novem Group

About Novem

German-headquartered Novem is a globally leading supplier of decorative interior trim parts for the premium automotive industry. Across the range of key materials such as genuine wood, aluminium, carbon and premium synthetics, the Company offers unrivalled quality, technology and innovation to a growing customer base including all major premium carmakers worldwide. Founded in Vorbach, Germany, back in 1947, the Company has continuously expanded its global footprint in Germany, Italy, Czech Republic, Slovenia, China, USA, Honduras and Mexico. Novem employs about 5,500 people at 12 locations and achieved a revenue of around €615 million in FY 2021/22.

For more information, please visit www.novem.com.

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