

**HAPTIC**<sup>®</sup>

*LOOK, TOUCH & FEEL*

New Effects



 **HUAFENG**<sup>®</sup>  
[www.hapticcoating.com](http://www.hapticcoating.com)



Haptic is an innovative selective additive 3D coating technology. It is usually applied on polyester and nylon mesh for footwear, accessories and apparel applications.

### **FREEDOM OF DESIGN**

Materializing the benefits of Haptic technology designers feel free and nearly unlimited! All shapes of geometric designs, including fine lines small dots and full areas can be applied at various thickness levels. In addition effects such as metallic, anodized, flip-flop color shift, pearlescent, glossy, matte, thermochromic and photochromic effects can be selected.

### **EXCITING TOUCH & COMFORT**

Selective 3D additive manufacturing processes allow application of various coating materials at various coating thicknesses at specific locations. You can FEEL the result.

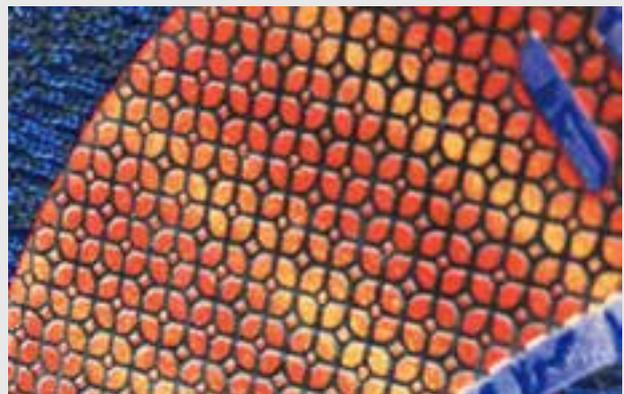
The soft but durable nature of the coating materials lead to maximum comfort. Seam-free surfaces – as stitching is no longer required – eliminate any risk of skin irritation.

### **EFFICIENT & SUSTAINABLE**

Haptic allows component manufacturing and lean supply chains with full accountability on quality and delivery. Additive manufacturing processes ensure highest material efficiencies. There is no cutting waste. Haptic coatings are formulated based on high-solid water-based chemistry ensuring safe workplaces and environmental protection.

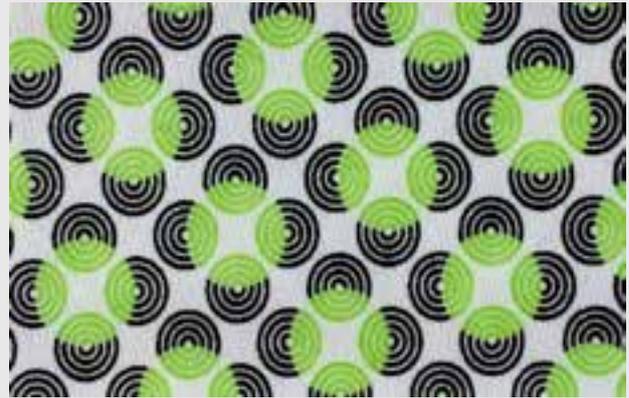
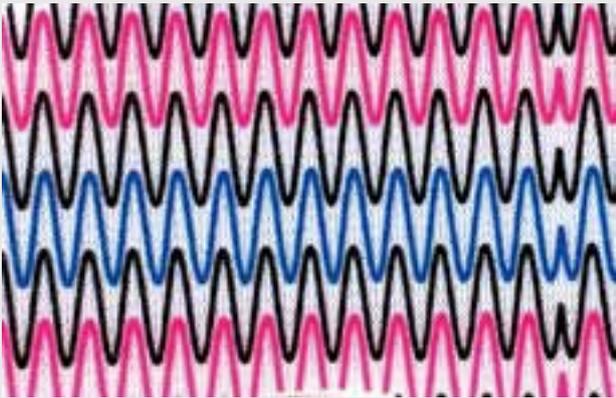


Haptic Holographic is an amazing new design opportunity. It is a new kind of 3D metallic effect. A newly developed manufacturing process can control the orientation of metallic pigments inside the Haptic coating. Any kind of shapes, dots, lines, curves, or random designs can be created. The result is a metallic effect with a great depth and 3D appearance. Very surprisingly and exciting the metallic structures seem to move like northern lights when the product is agitated.





Haptic Illusion uses the 3D printing technology in combination with optical illusion effects. Your brain gets stimulated and starts calculating visual effects out of your own unconscious imagination. Creating an actually non-existing color effect only by the power of your brain is fantastic and in addition extremely efficient and sustainable!



Have you ever heard about the writing system for blind people? It is called Braille and is actually enabling blind people to read, basically by haptic 3D touch effects. Haptic Braille now offers a new design option combining both, exciting great looking colorful designs for everybody and messages for people who can read Braille. It is a fantastic way showing social responsibility and creating awareness about blind people. It also looks eye-catching different and makes consumers curious. People start talking about your products and spend time with your products decoding the “secret” messages. What message do you want to post?



# SUSTAINABILITY

Sustainability is a MUST HAVE for Huafeng. Already during the HAPTIC development phase utmost attention was paid to Sustainability. The result is a product sustainable by chemistry and application process.

- 3D additive coating technology - highest material efficiency can be achieved without cutting waste.
- Fully water-based high-solid chemistry - safe and enjoyable workplaces and no fire hazard.
- Component manufacturing - lean and efficient manufacturing process.

All roofs of our new factory will be equipped with photovoltaic solar panels. In addition a wind park will create electricity resulting in a very high percentage of sustainable energy supply. Our dying factory operates a state-of-the-art multi-stage waste water treatment plant. In addition we run water-less dyeing processes and digital inkjet printing technology.

[www.hapticcoating.com](http://www.hapticcoating.com)



福建华峰新材料有限公司

Fujian Hua Feng New Material Co.,Ltd

[Http://www.huafeng-cn.com](http://www.huafeng-cn.com)

Email:[victor.fang@huafeng-cn.com](mailto:victor.fang@huafeng-cn.com)

Head Office(福建)

Huangshi Industrial Development Zone, Putian City,

Fujian Province, China

Tel:(86)594-2176008 Fax:(86)594-2175399

GuangDong Office(东莞)

No.3 Weishu Road, Chenwu Village, Houjie Town,

Dongguan City, Guangdong Province, China

Tel:(86)769-38977188 Fax:(86)769-38977186

Vietnam Office(越南)

No.14-28 street Dist.6 - HCMC

Tel:08-62593106 Fax:08-62593106