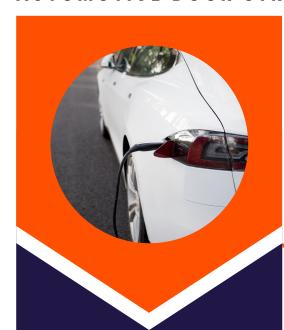
#### **AUTOMOTIVE DOOR STRAP ASSEMBLY**



# Little Parts. Big Difference.

# AUTOMOTIVE MANUFACTURER REDUCES SUPPLY CHAIN COMPLEXITY AND COST AND IMPROVES VEHICLE APPEARANCE

#### **The Customer**

Automobile manufacturer

### The Challenge

To develop a
tensioning system to
keep trim cover pieces
aligned during
vehicle's full range of
motion



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# **The Approach**

An automotive manufacturer approached YKK for a solution to the problem that trim cover pieces did not remain in place during the vehicle's full range of motion. The manufacturer needed to develop a tensioning system based on an elastic strap to keep the trim pieces in proper alignment.

#### **The Solution**

The original design included a metal clasp to hold optimal tension. Working with the manufacturer's design team, YKK proposed a simpler design using a triple fold in YKK's standard elastic webbing. It also implemented a sewn elastic assembly that provides constant tension and eliminated costly components from the original design idea. This reduced the piece count of the assembly while still achieving the needed functionality. YKK also enabled the manufacturer to simplify its supply chain by assembling the entire component inhouse and providing the completed product to the customer.

#### **The Results**

YKK's fully assembled component solved an urgent problem in the vehicle design just before mass production of the vehicle began, resulting in reduced complexity and cost and improved the vehicle's appearance.