

CUSTOMER SUCCESS STORY



At BASF, we don't make the ASPIRE lighting devices. We make their design more distinctive.

Customer: Cooper Wiring Devices, Peachtree City, Ga.

End-Use: ASPIRE lighting devices

Product: Ultramid® 8202 nylon grade

CHALLENGE: Cooper Wiring Devices supplies more than 10,000 electrical wiring devices for residential, commercial and industrial markets. The ASPIRE line of more than 45 switches, dimmers and receptacles is the first design innovation for these types of products since the 1970s, featuring a signature curve motif and two-tone color combinations. A material that delivers precise color matching, durability and good flow properties in the injection molding process is required to effectively produce these innovative components.

"While traditional wiring devices seek to minimize their presence, ASPIRE devices become an integral element of interior design," said Mark Greenwald, Cooper Wiring Devices ASPIRE Product Manager. "ASPIRE switches and dimmers catch the eye because of the uniquely curved profile of the concave rocker accented by the color and texture of two-toned frame components that complement any décor. This sophisticated appearance is combined with performance-improving technical features for easy installation and long-term durability. ASPIRE receptacles, which also come in stylish two-tone color combinations, have a host of installer-friendly features that save labor and ensure neat, firm connections for years of dependable, trouble-free service.

SOLUTION: BASF's Ultramid 8202 nylon grade is the resin of choice for the ASPIRE line of unique contemporary-styled electrical devices. This grade is a low viscosity, general-purpose nylon 6 injection molding homopolymer that exhibits excellent melt fluidity for filling thin sections. It combines good strength, stiffness and toughness, as well as excellent heat, chemical and abrasion resistance.

BENEFITS:

- Ultramid 8202 nylon delivers the color matching, durability and flow properties necessary to achieve the demanding design parameters of ASPIRE switches, dimmers and receptacles, including the curve motif and two-tone color combinations.
- Because the molder FCI uses to produce these products is in Asia, BASF's global capabilities greatly contributed to the program's success since the company was able to effectively coordinate all of the development and support efforts.

BASF – The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

BASF Corporation, headquartered in Florham Park, N.J., is the North American affiliate of BASF AG, Ludwigshafen, Germany. BASF is the world's leading chemical company. Our product portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. For more information about BASF's North American operations, visit www.basf.com/usa.

CONTACT INFORMATION:

David A. Elliott
BASF Corporation
1609 Biddle Avenue
Wyandotte, Mich. 48192
(734) 324-6148
E-mail: elliottd1@basf.com

Helping Make
Products Better™

BASF
The Chemical Company

www.basf.com/usa