



WATER SAVING ECO WASH DRY CANCEL START COVE



WALTER PACK. IFA 2025.

# **Walter Pack at IFA Berlin: Where functionality meets aesthetics through IMF / IME**

Cutting-edge functionality, Artificial Intelligence, sustainability, and exclusive minimalist designs... These are the key trends that will take center stage at IFA Berlin, the world's premier trade fair for consumer electronics and home appliances, scheduled to take place in the German capital from September 5th to 9th

This event will bring together leading manufacturers and suppliers in the Consumer Electronics, Home Appliance, and Control Access industries, offering Walter Pack the perfect opportunity to showcase its capabilities through innovative solutions like Cover Lens and cutting-edge technologies such as IMF and IME, where the Spanish company stands out as one of the world's top international references.





# Embracing new trends

The IFA Berlin 2025 edition will address several trends closely linked to sustainability, design, and technology.

## **Artificial Intelligence**

We are living in the era of Artificial Intelligence, and the consumer electronics industry is no exception. In recent years, major manufacturers have shifted from developing devices that merely interact with each other, like smart home systems connected to voice assistants, to incorporating Artificial Intelligence to save energy, enhance efficiency, and streamline user experiences. This drive for functionality must be harmoniously integrated with cutting-edge design to create seamless and elegant solutions, aligning with the current trend of aesthetic minimalism.

Walter Pack embraces this challenge, deploying its technology and production methods to work seamlessly with all connectivity systems, such as WiFi or Bluetooth, and to accommodate any type of software while faithfully reflecting each customer's unique brand image.



### **Minimalist Design**

Manufacturers seek to achieve complete visual integration of their devices within the aesthetic aspects of homes through minimalist design. IFA Berlin will underscore manufacturers' and designers' commitment to sleek and elegant lines, where material selection plays a pivotal role in shaping sustainable solutions for the coming years.

Walter Pack's Color&Trim Department, as a strategic area, adeptly addresses current design demands, empowering them to replicate any aesthetic vision and undertake exclusive and innovative projects.

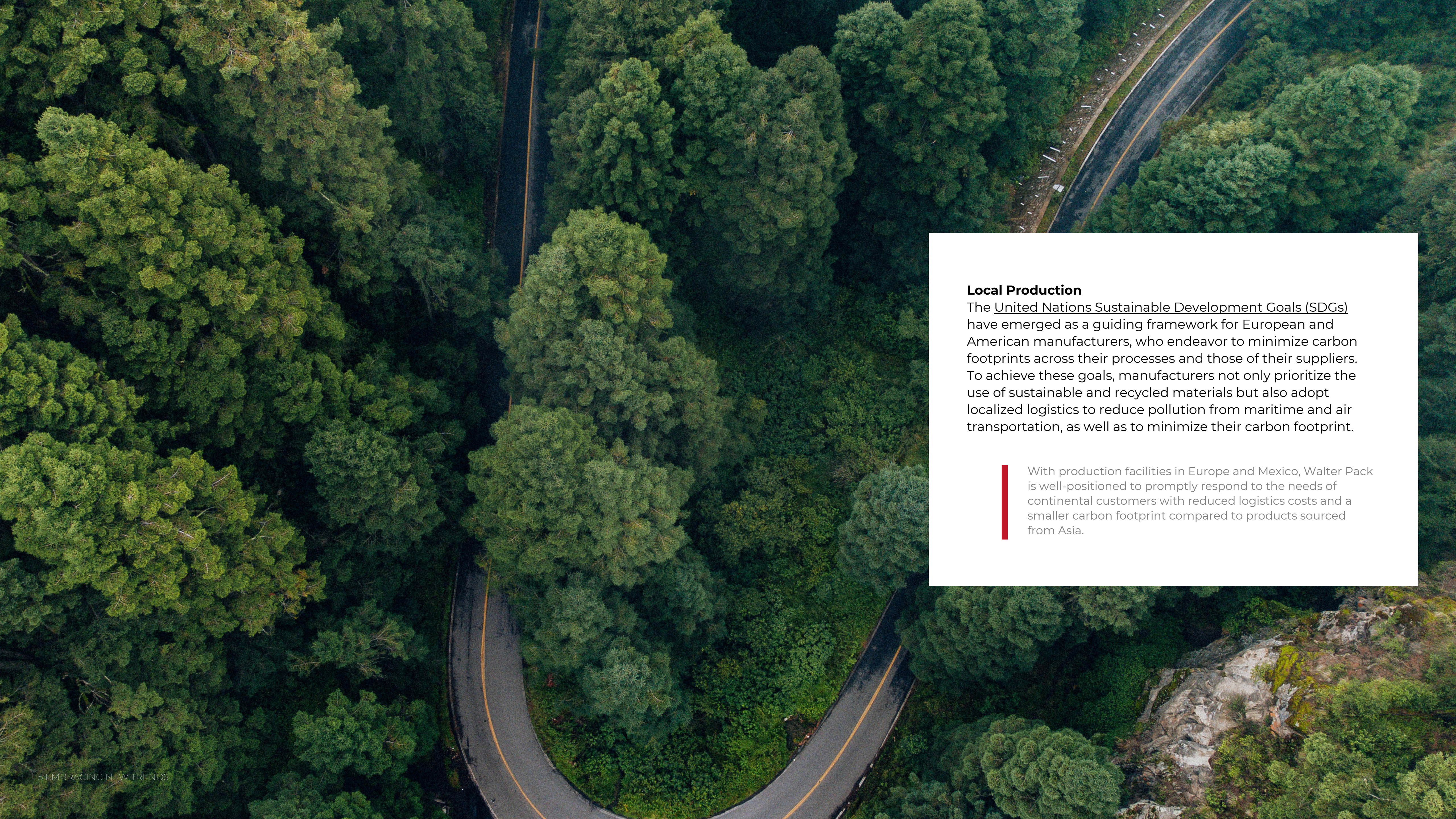
### **Sustainable Materials**

Environmental sustainability and the use of recycled and recyclable materials have become crucial concerns within the Consumer Electronics industry. Manufacturers increasingly emphasize the responsible use of materials, striving to reduce the use of environmentally harmful processes and products such as chrome or metallic-based paints. Leveraging plastic with advanced technologies like IMF and IME allows major manufacturers to achieve optimal solutions, combining functionality, design, and sustainability.

Walter Pack's R&D department is dedicated to an ongoing pursuit of sustainable solutions and has already developed various projects centered around recycling and reusing plastic components.







### **Local Production**

The United Nations Sustainable Development Goals (SDGs) have emerged as a guiding framework for European and American manufacturers, who endeavor to minimize carbon footprints across their processes and those of their suppliers. To achieve these goals, manufacturers not only prioritize the use of sustainable and recycled materials but also adopt localized logistics to reduce pollution from maritime and air transportation, as well as to minimize their carbon footprint.

With production facilities in Europe and Mexico, Walter Pack is well-positioned to promptly respond to the needs of continental customers with reduced logistics costs and a smaller carbon footprint compared to products sourced from Asia.



# Walter Pack's value proposition

With an illustrious history spanning 98 editions, IFA Berlin stands tall as one of the world's foremost international showcases for innovation and home design. Throughout the fair, numerous solutions and technologies will be unveiled, and Walter Pack's three standout offerings, in which they are a global reference, epitomize some of their value propositions:

## Cover Lens

Cover Lenses, cherished by manufacturers for their ability to facilitate user-device interaction through touch, come in various sizes. They are employed in creating everything from vehicle on-board information center casings to touchscreens in household appliances. These screens, often screen-printed on the inside, deliver outstanding results at an optimal quality-price ratio, all thanks to In-Mold-Forming (IMF) technology.

## IME

Plastronics, or In-Mold-Electronics technology, ingeniously combines electronics with plastic to create solutions seamlessly integrating functionality and design. These products boast capacitive sensors with specific functionalities.

## IMF

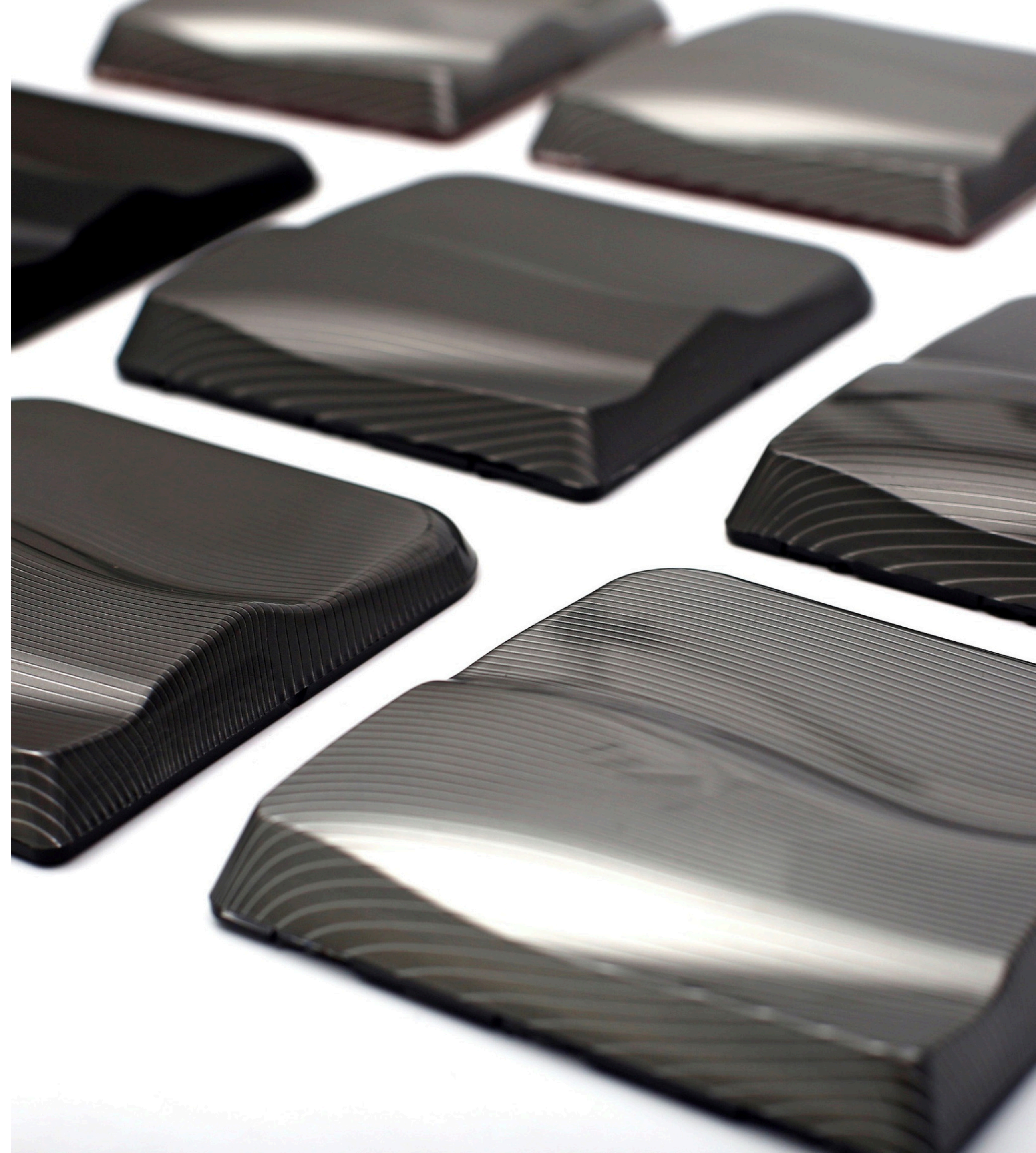
In-Mold-Forming, an injection molding technology, opens up multiple customization possibilities, produces unique haptic finishes, and expands design options and effects generation capabilities.





# A trusted partner

IFABerlin 2025 will champion functionality without compromising the significance of design as an integrating element. This highlights the pivotal role played by WalterPack, a reliable partner and provider of solutions capable of seamlessly integrating any desired functionality for manufacturers. Leveraging its expertise in IMF, the Spanish company adeptly harmonizes aesthetics with functionality, adeptly catering to the needs of startups and major manufacturers by replicating their brand image, ensuring software compatibility, and facilitating device-to-device and device-to-user interaction.





# The key to design

WalterPack's Color&Trim department serves as a distinct agent, adeptly tackling the aesthetic challenges posed by the Consumer Electronics industry. Its extensive experience in the demanding automotive sector positions Walter Pack with a competitive advantage in the consumer electronics industry for two compelling reasons: first, manufacturers gain access to an in-house design lab capable of crafting cutting-edge aesthetics, negating the need for external design agencies; second, it fosters seamless collaboration with their design departments, resulting in groundbreaking new projects.







# A responsive company

Thanks to the efforts of its various departments, Walter Pack delivers comprehensive 360-degree solutions. The Engineering department, among its many responsibilities, adapts the geometry and functionality of parts to IMF, IML, and IME technologies, thus manufacturing solutions with intricate shapes to meet manufacturers' exact requirements.

The company is adept at configuring processes tailored to each client, thereby promoting smart manufacturing for maximum efficiency. Leveraging its technological and manufacturing capabilities in Spain and Mexico, Walter Pack excels at large-scale industrialization, catering to orders of any volume, ranging from different product versions with a low production volume to large quantities with a single variant. With the ability to handle various types of manufacturing across Europe and North America, the company's rapid prototyping process ensures immediate responses to diverse needs, from startups requiring small production runs to companies seeking test versions before proceeding to mass production. Walter Pack can employ the same tooling and manufacturing methods to gauge market responses to a product and rapidly modify the same panel or decorations before re-introducing it to the market.



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