

REMINC Education & Outreach

October 21, 2019 – Detroit Michigan

Companies in Attendance

Licensees



COLD HEADING
COMPANY



COMMERCIAL
STEEL
TREATING

SHANNON
PRECISION
FASTENER

End Users



Others

CURTIS

METAL
FINISHING
COMPANY



NUWAY CONSULTING



P.I. ENGINEERING



Industrial Steel Treating Co.



WOLVERINE
CARBIDE AND TOOL

INTERNATIONAL
FASTENER
CONSULTING

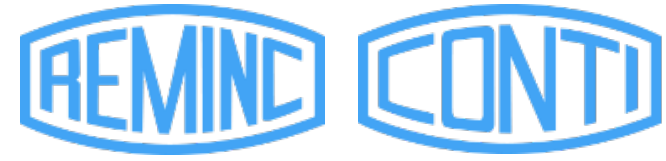


LENTZ
ENGINEERING TECHNOLOGY, LLC
LET US THINK FOR YOU!

Welcome all!

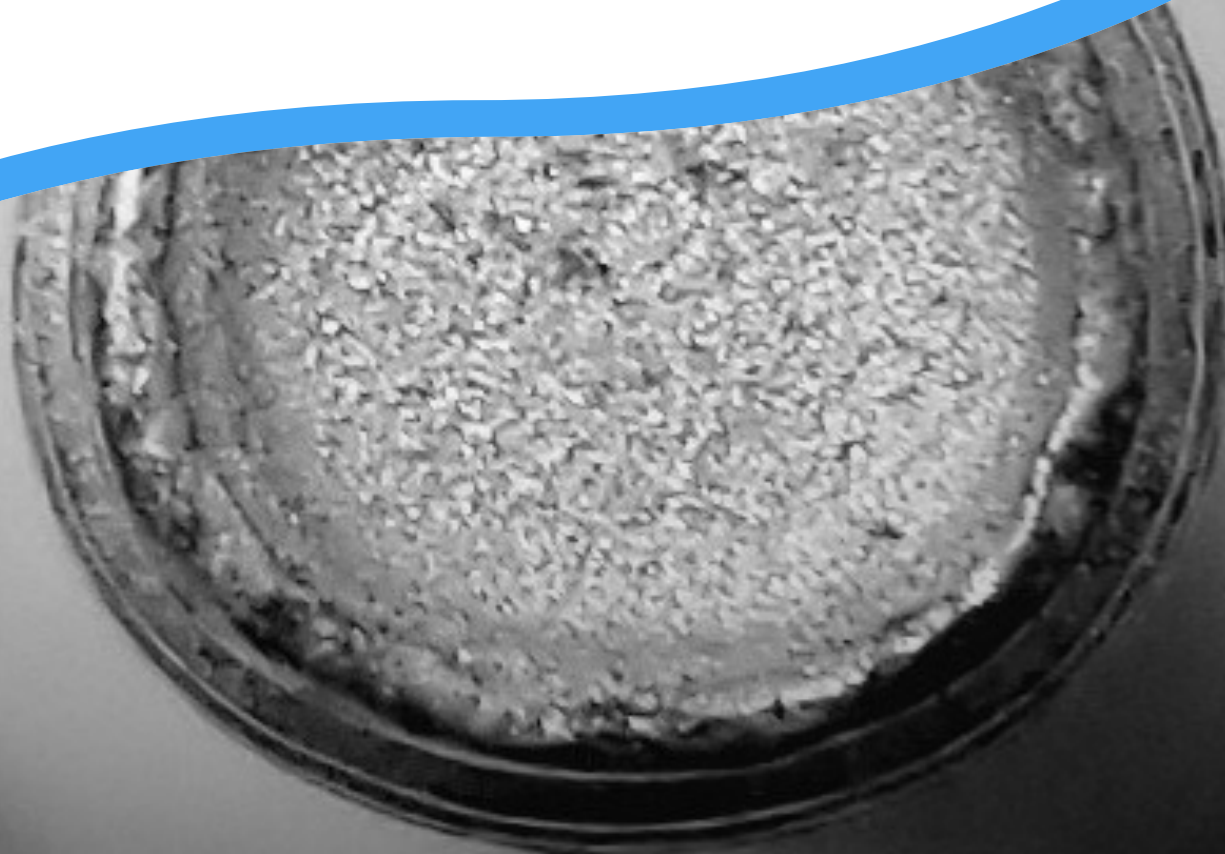
TAPTITE® PRO™

Fasteners



Product Evolution

A TRILOBULAR® bodied thread forming fastener



TAPTITE® PRO™ Fasteners

Superior Design

DESIGN GOALS

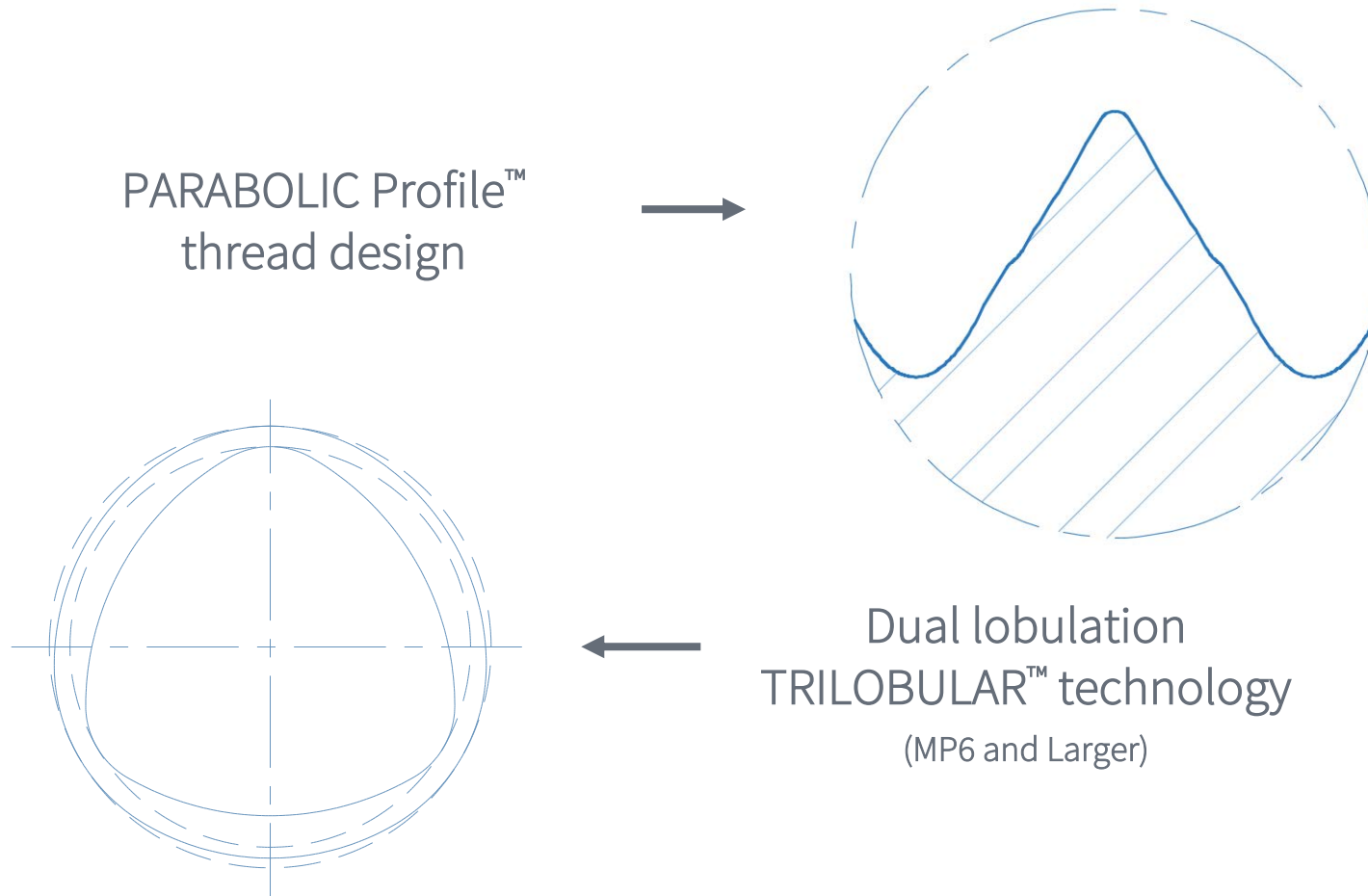
- Eliminate failure mode of stripping in standard depths of engagement
- Maintain:
 - Axial alignment
 - Low end load
 - Low thread forming torque
 - Efficient torque-tension relationships
 - Resist vibrational loosening
 - Resistance to axial pull-out



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TAPTITE® PRO™ Fastener

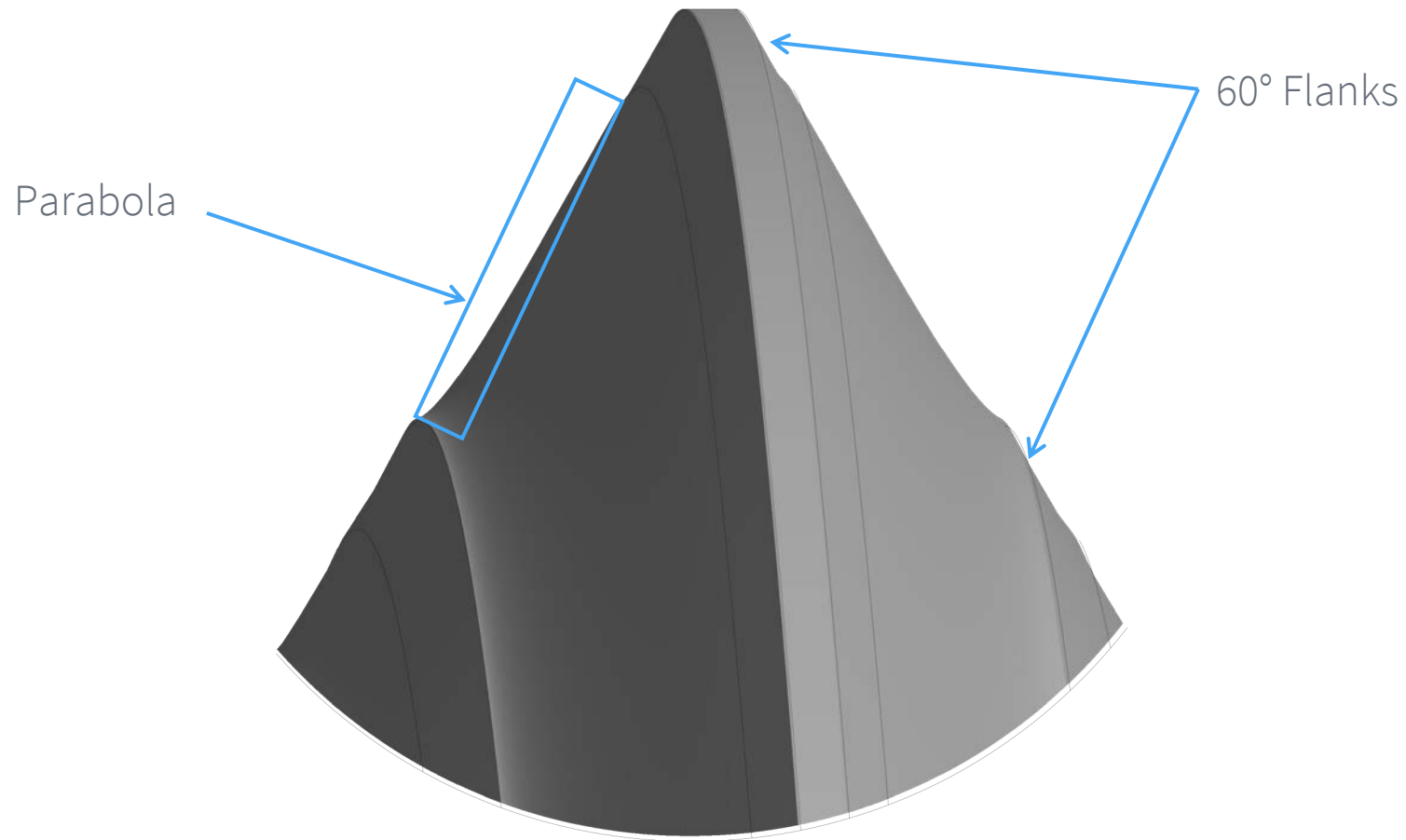
Superior Design



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TAPTITE® PRO™ Fastener

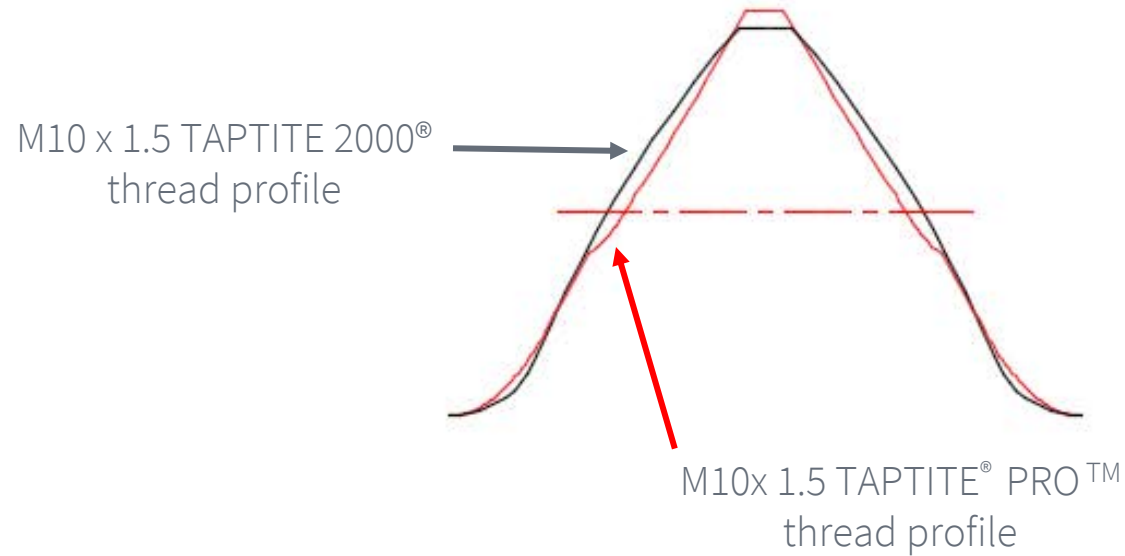
Parabolic Profile™



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TAPTITE® PRO™ Fastener

Thread Form



ATTRIBUTE

- Parabolic Profile™

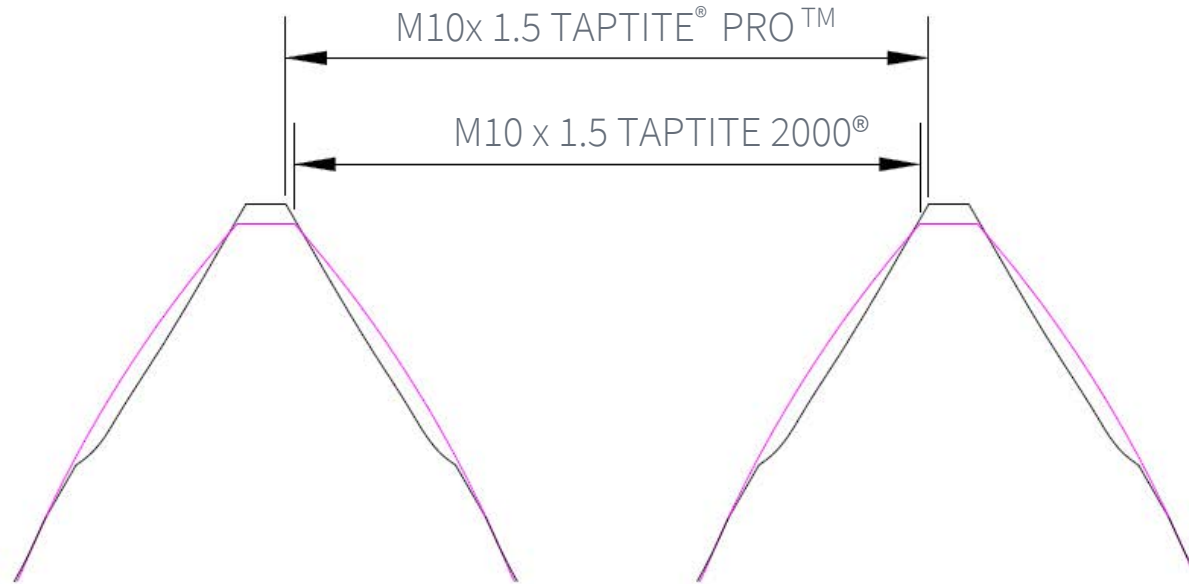
ADVANTAGES

- Increased engagement
- Reduced displacement
- Stronger nut member



TAPTITE® PRO™ Fastener

Thread Form



ATTRIBUTE

- Increased internal thread shear plane

ADVANTAGES

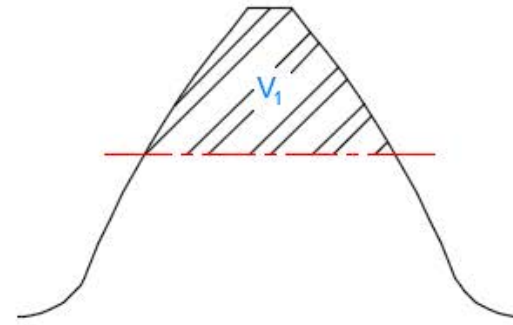
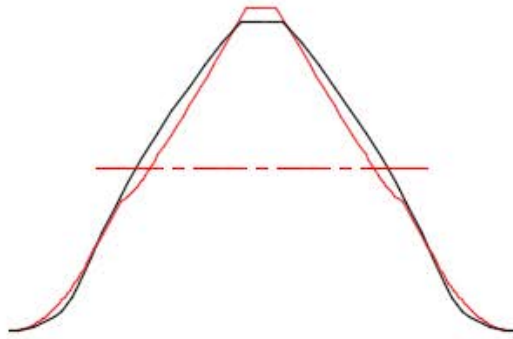
- Preferred failure mode
- Good axial pullout performance
- Stronger nut member



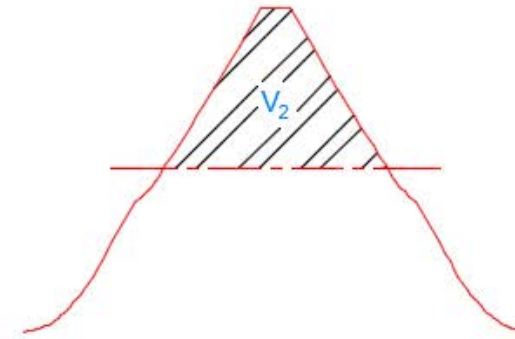
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TAPTITE® PRO™ Fastener

Thread Form



M10 x 1.5 TAPTITE 2000®
thread profile



M10x 1.5 TAPTITE® PRO™
thread profile

ATTRIBUTE

- Reduced volumetric displacement

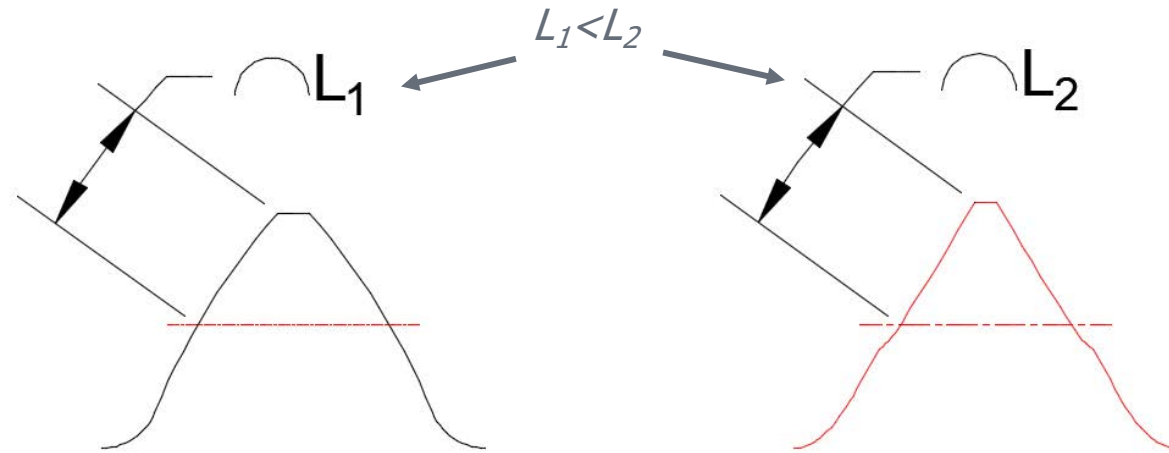
ADVANTAGES

- Resistance to failure
- Torque-tension relationship



TAPTITE® PRO™ Fastener

Thread Form



M10 x 1.5 TAPTITE 2000®
thread profile

M10x 1.5 TAPTITE® PRO™
thread profile

ATTRIBUTE

- Increased contact area

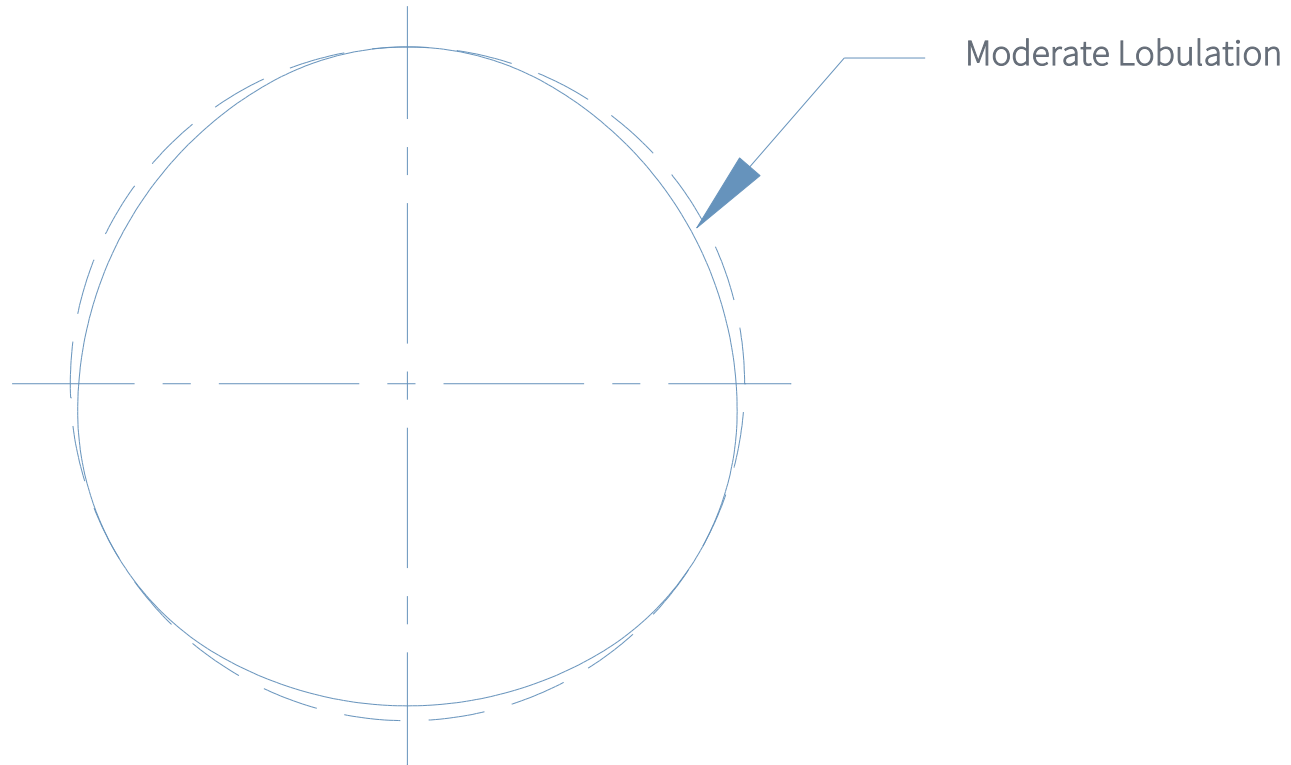
ADVANTAGES

- Vibration resistance
- Torque-tension relationship



TAPTITE® PRO™ Fastener

Body Lobulation



ATTRIBUTE

- Moderate Lobulation

ADVANTAGES

- Resists vibrational loosening
- Efficient torque-tension performance

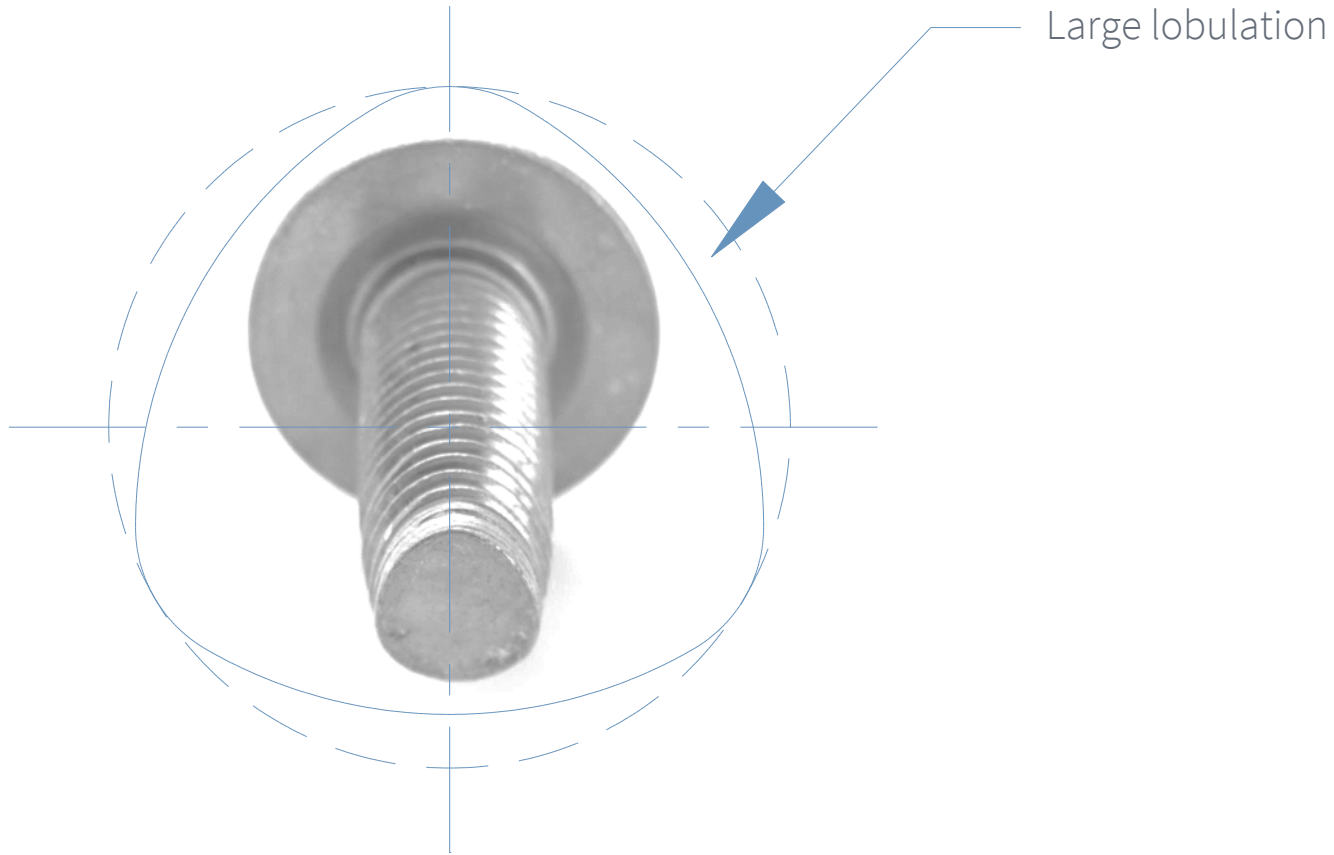


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TAPTITE® PRO™ Fastener

Point Lobulation

(MP6 and Larger)



ATTRIBUTE

- Large lobulation

ADVANTAGE

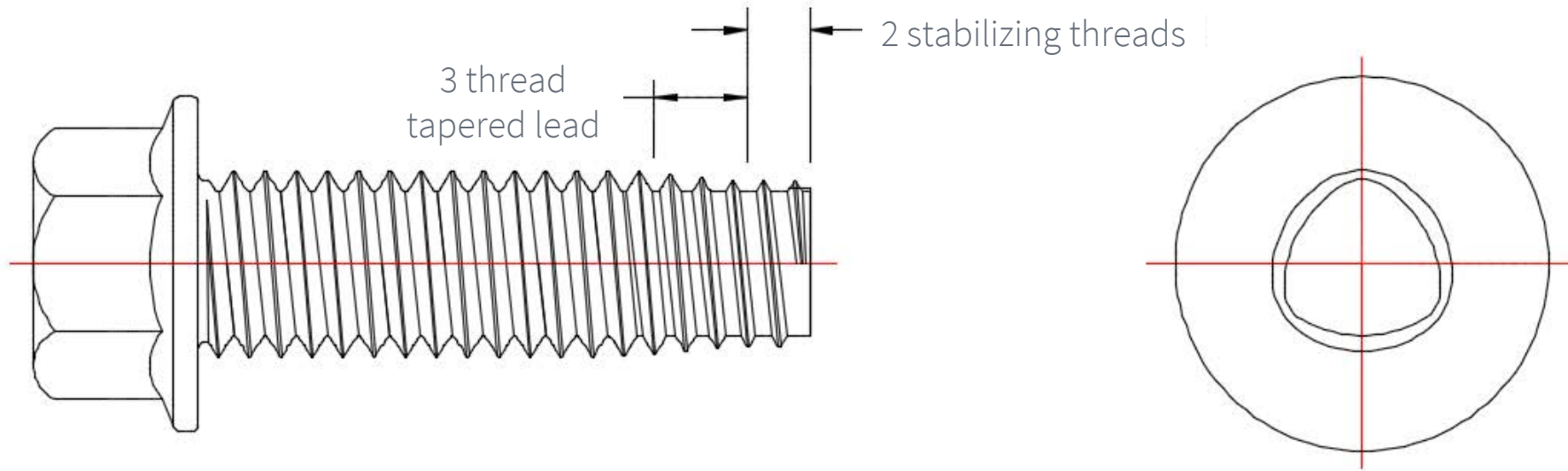
- Low thread forming torque



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TAPTITE® PRO™ Bolts

MP6 and Larger



Heat Treatment

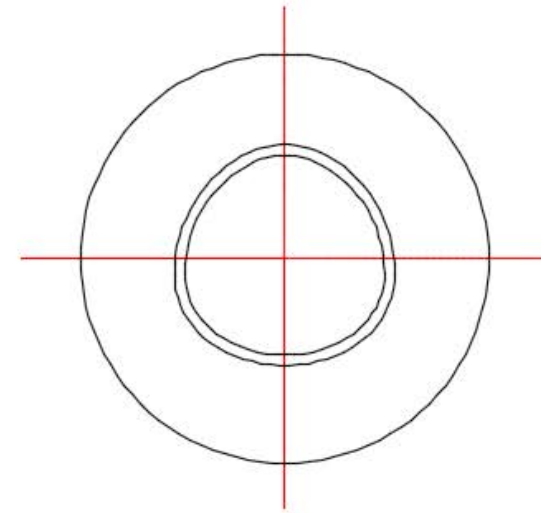
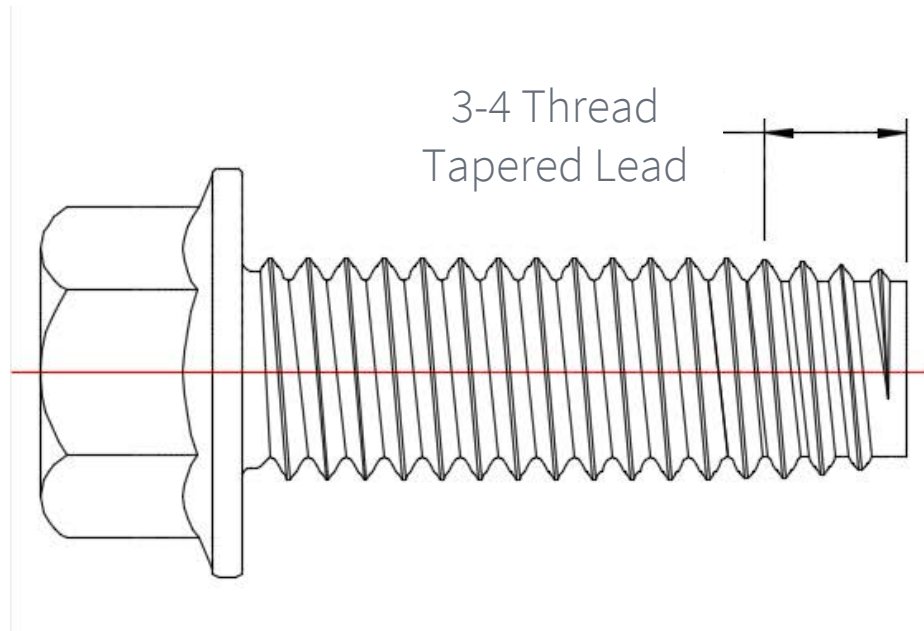
- CORFLEX®-'I' for steel applications
- CORFLEX®-'N' for aluminum, magnesium & zinc applications



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TAPTITE® PRO™ Screws

MP5 and Smaller



Heat Treatment

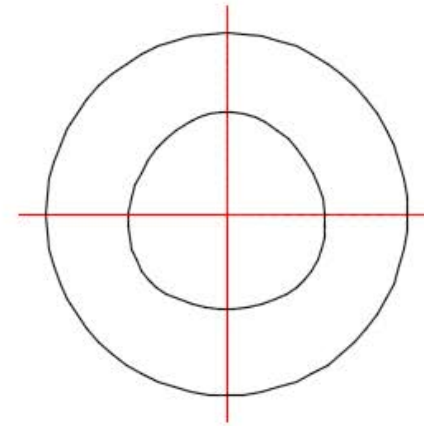
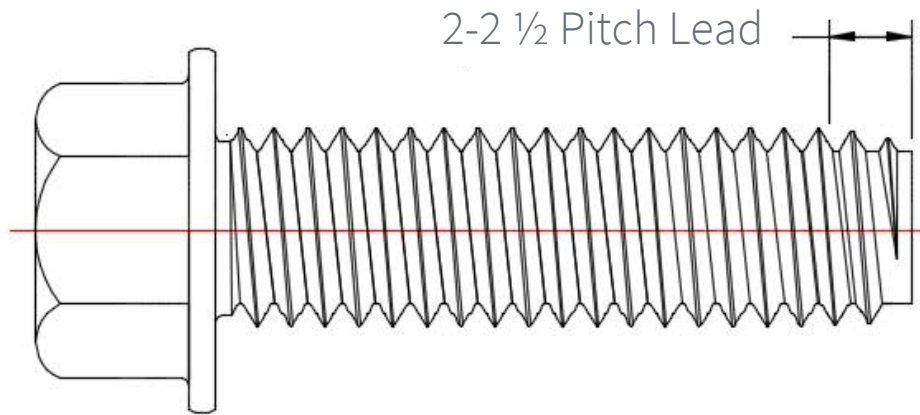
- Case hardened for steel applications
- CORFLEX®-‘N’ for aluminum, magnesium & zinc applications



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TAPTITE® PRO™ SP Fasteners

For Soft Metals



Heat Treatment

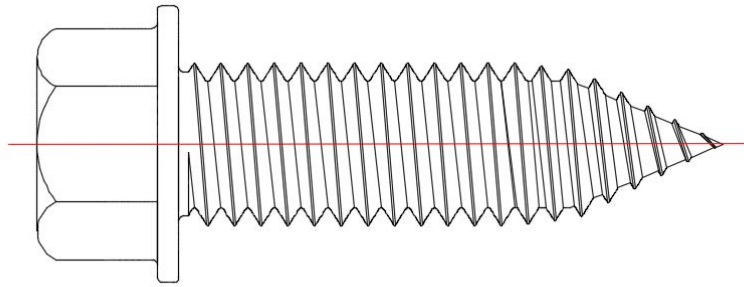
- CORFLEX®-‘N’ for aluminum and zinc applications



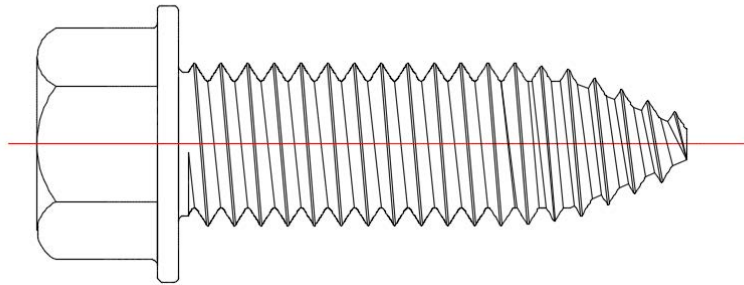
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TAPTITE® PRO™ CA Fasteners

For Hole Finding



Sharp Point Cut Off Style



Dull Point: Non-Cut Off Style

Heat Treatment

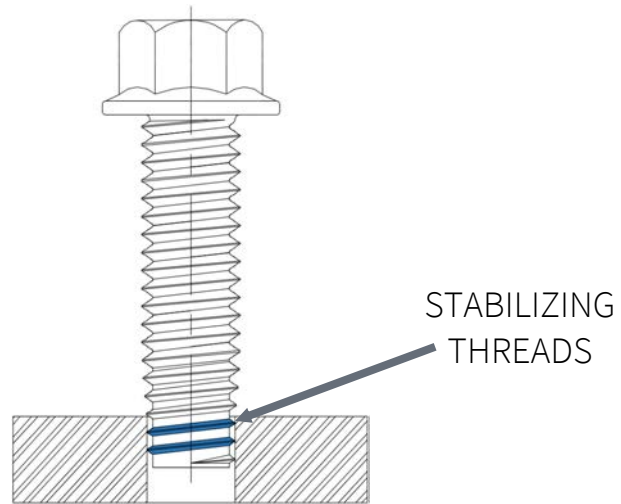
- CORFLEX®-'I' for steel applications (MP6 and larger)
- Case hardened for steel applications (MP5 and smaller)
- CORFLEX®-'N' for aluminum, magnesium & zinc applications



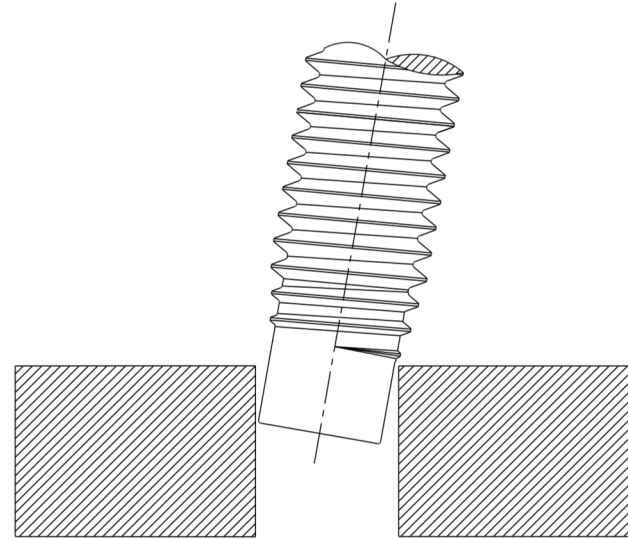
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TAPTITE® PRO™ Bolts

Stabilizing threads



- Near pilot hole diameter
- Excellent axial alignment
- Low end load required



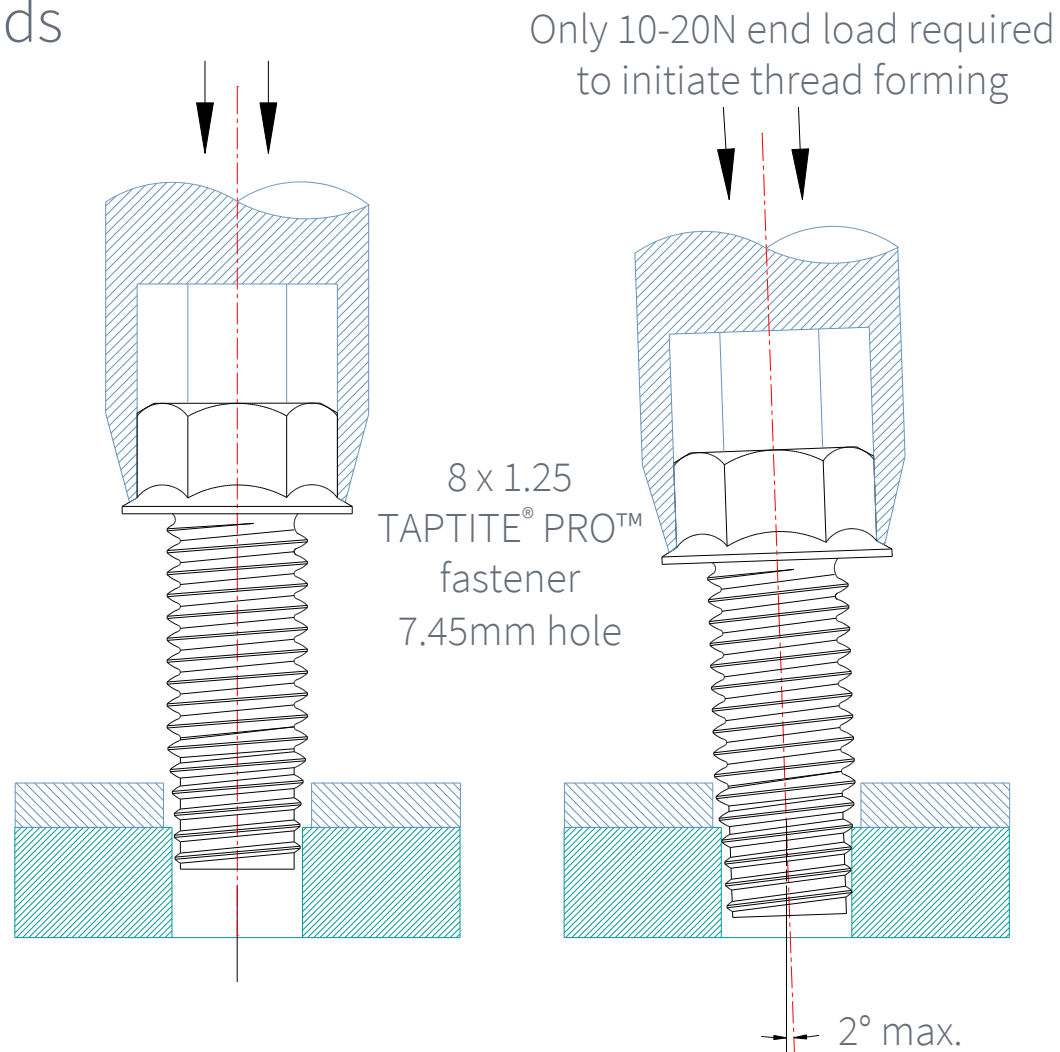
- Manufactured to root diameter or less
- Not effective in maintaining axial alignment



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TAPTITE® PRO™ Bolts

Stabilizing threads

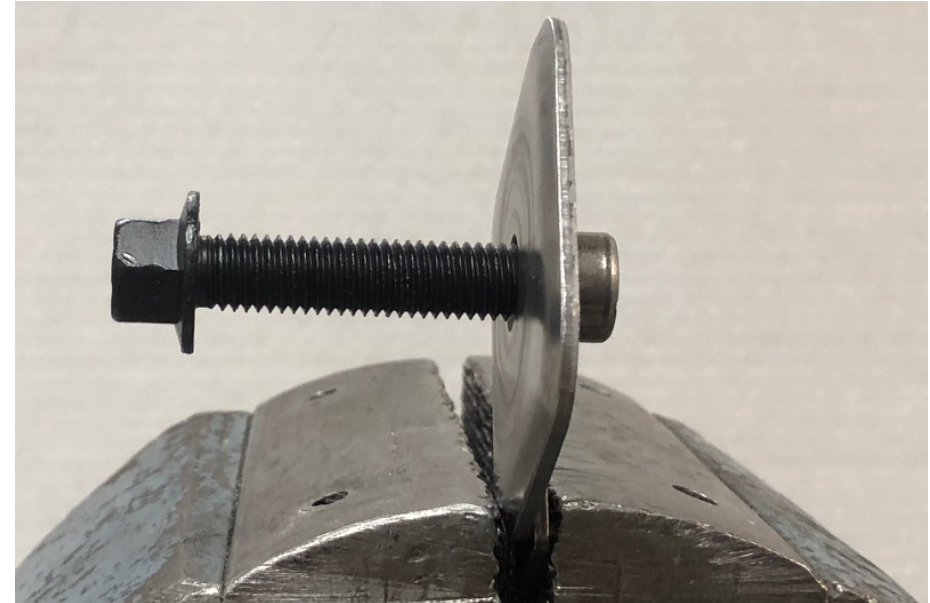


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TAPTITE® PRO™ Bolts

Stabilizing threads

Unthreaded drilled hole



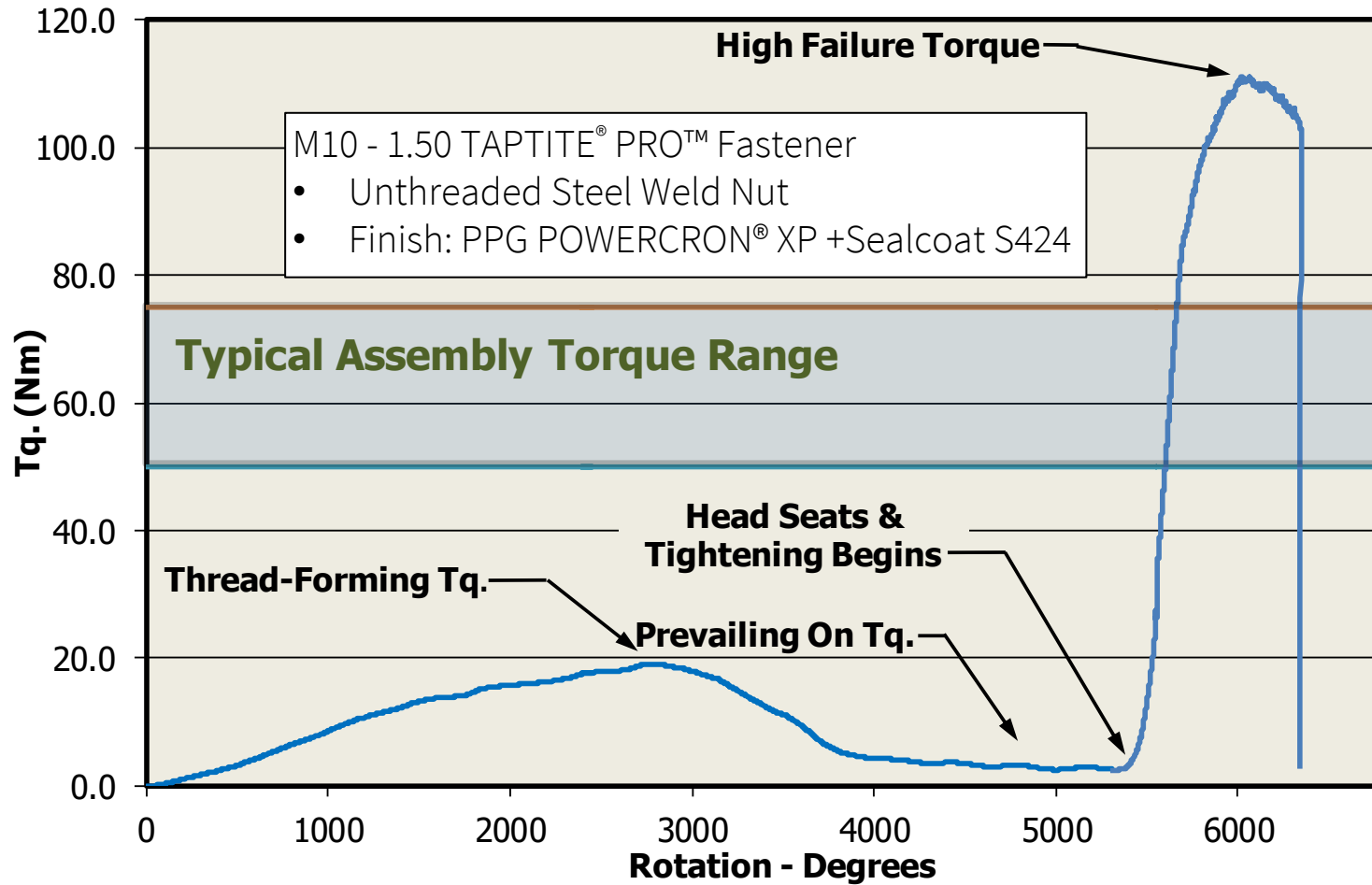
Unthreaded extruded hole



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TAPTITE® PRO™ Fasteners

Torque tension

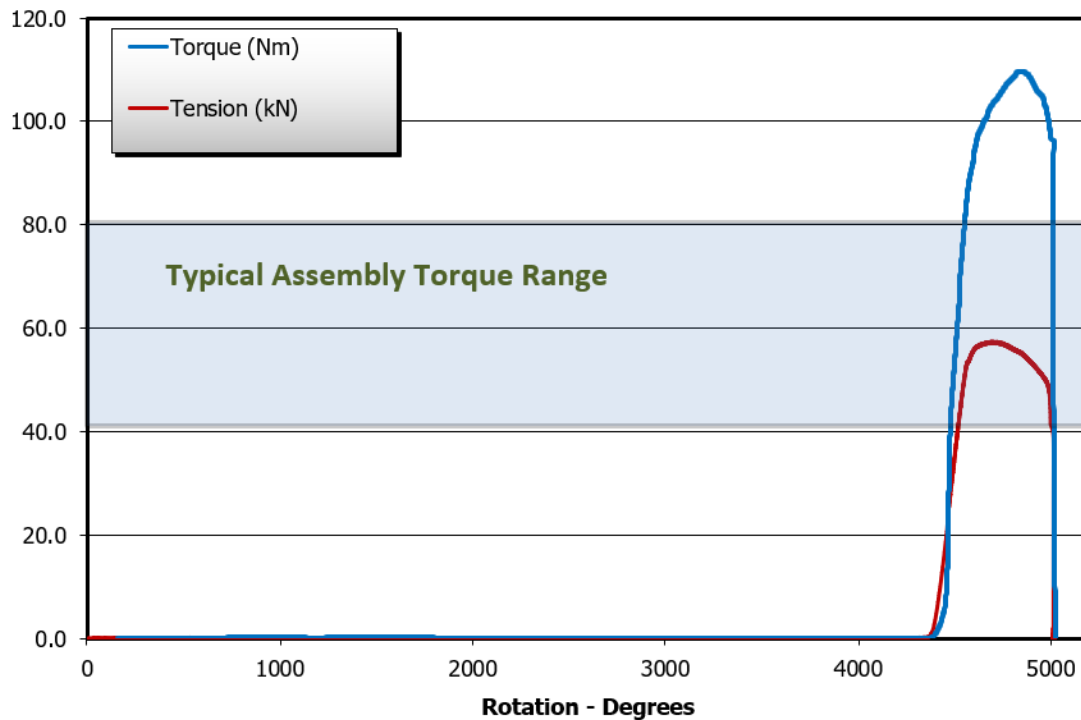


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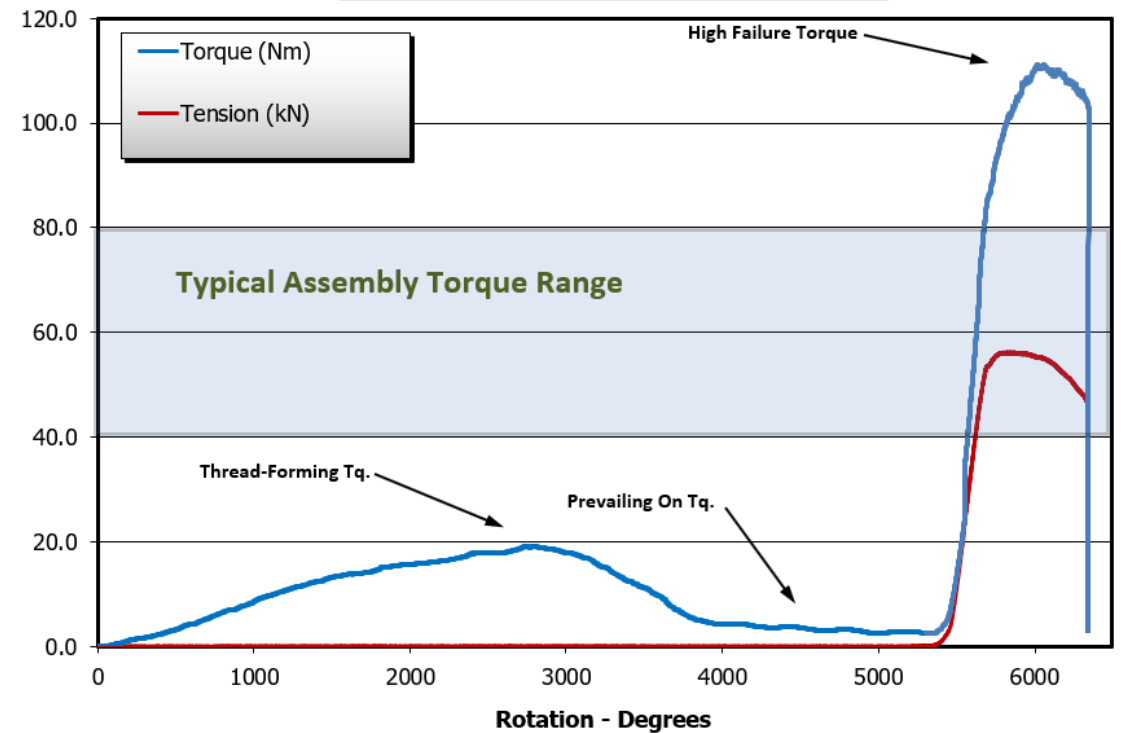
TAPTITE® PRO™ Fasteners

Torque tension

**M10-1.50 Machine Screw in
Threaded Steel Weld Nut**

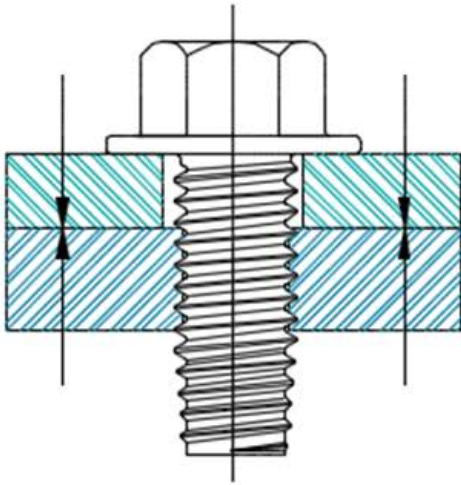


**M10-1.50 TAPTITE® Pro™ Fastener
in Unthreaded Steel Weld Nut**

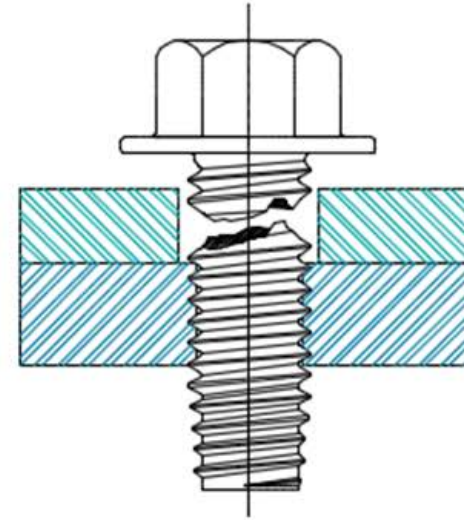


TAPTITE® PRO™ Fasteners

Performance



Torque - tension relationships
similar to machine screws



Failure mode of fastener fracture in steel &
aluminum nut members similar to machine
screws



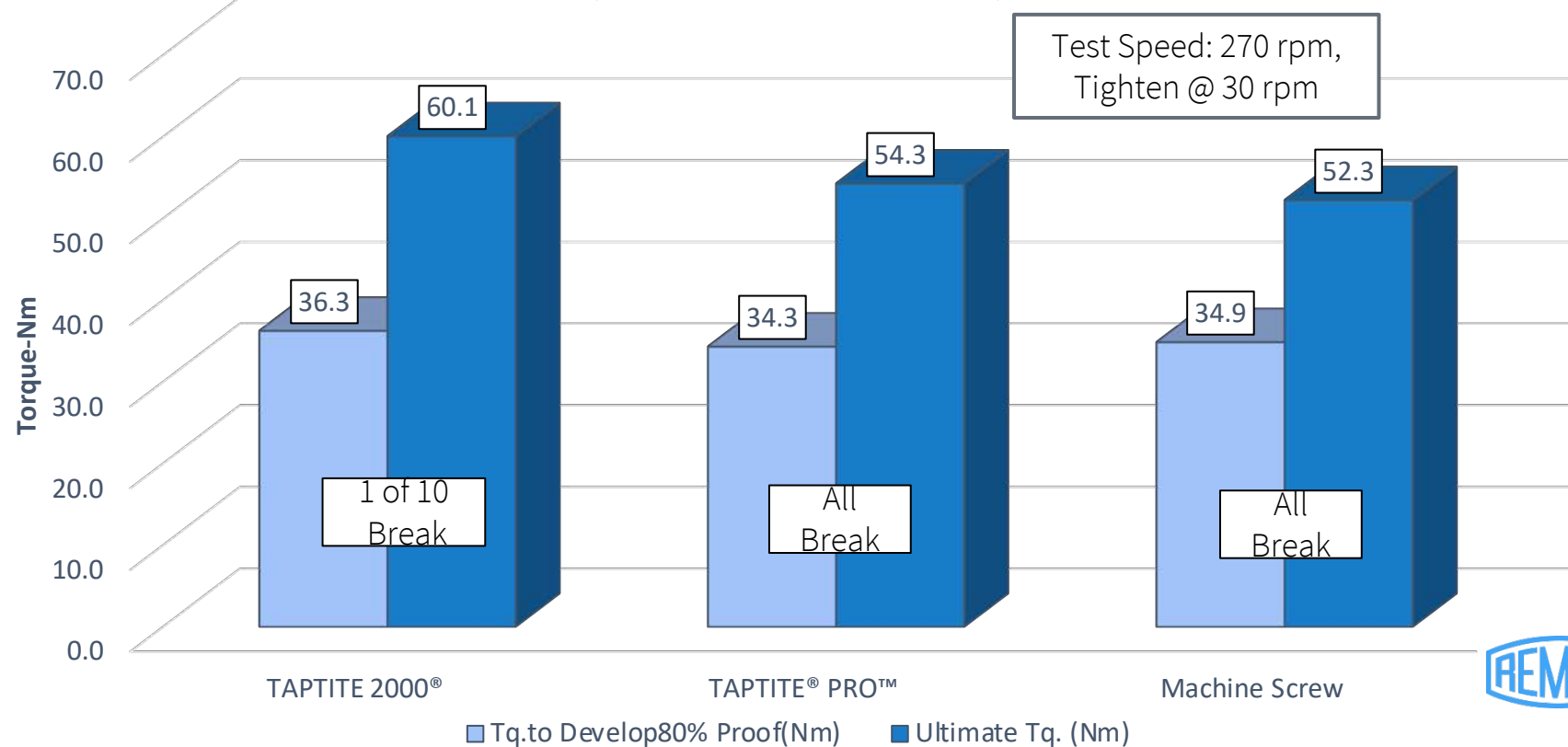
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TAPTITE® PRO™ Fasteners

Performance

Torque To Develop 80% Proof in Weld Nut

MP8-1.25 TAPTITE® PRO™, MR8-1.25 TAPTITE 2000®, & M8-1.25 Machine Screws



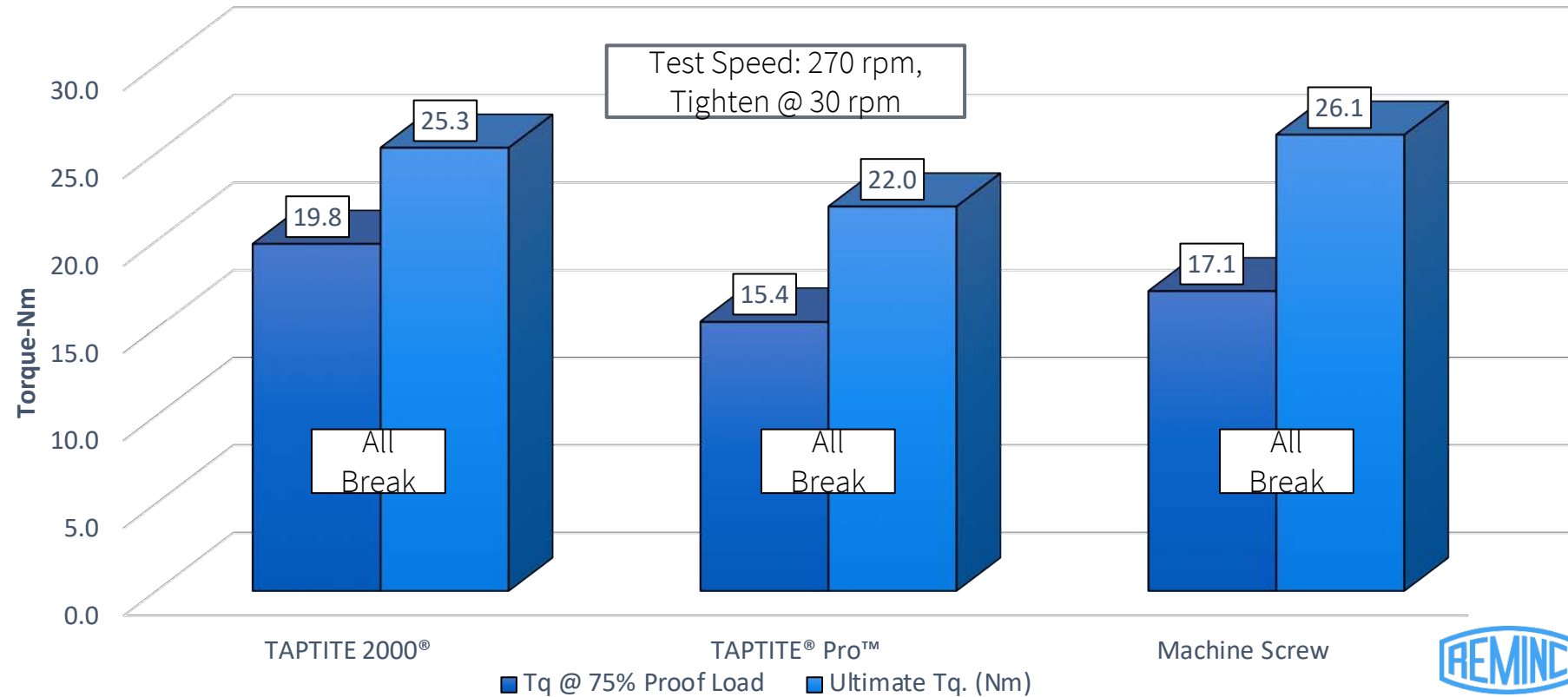
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TAPTITE® PRO™ Fasteners

Performance

Torque To Develop 75% Proof in Aluminum Blocks

MP6-1.00 TAPTITE® PRO™, MR6-1.00 TAPTITE 2000® & M6-1.00 Machine Screws



TAPTITE® PRO™ Fasteners

Performance



ATTRIBUTE

- TRILOBULAR® Shape

ADVANTAGES

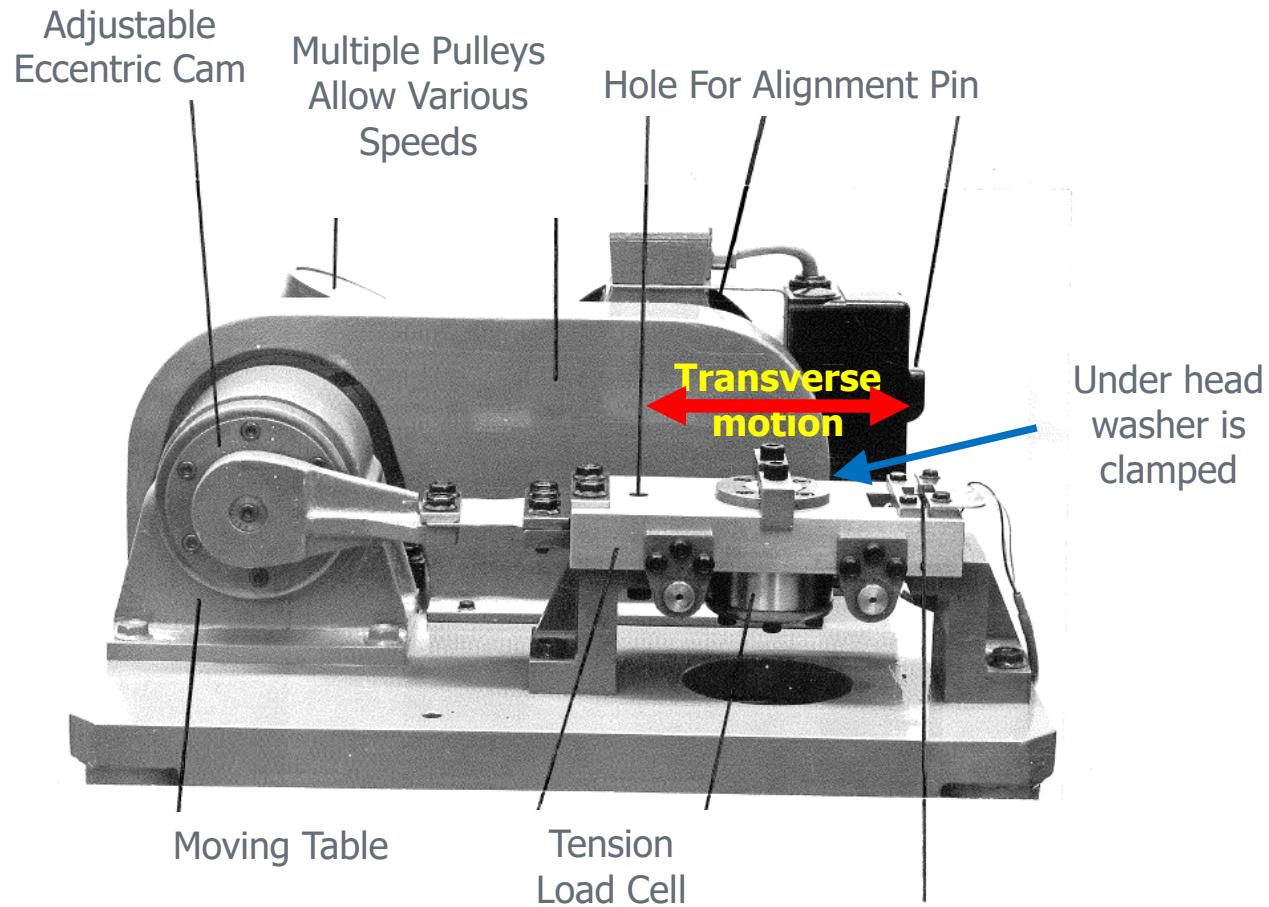
- Provides prevailing torque
- Resists vibrational loosening
- Allows deep thread engagements



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TAPTITE® PRO™ Fasteners

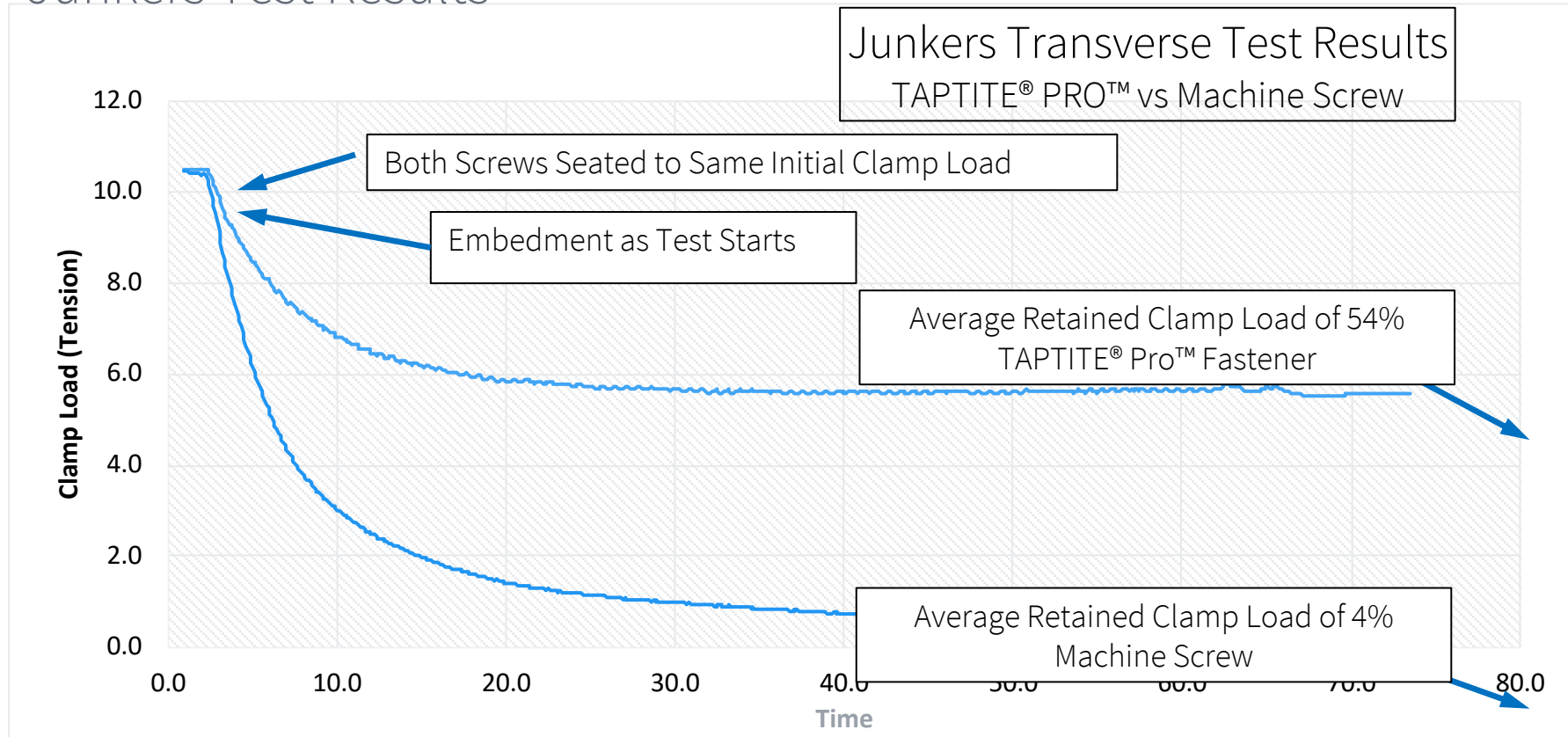
Vibration Resistance



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TAPTITE® PRO™ Fasteners

Junkers Test Results

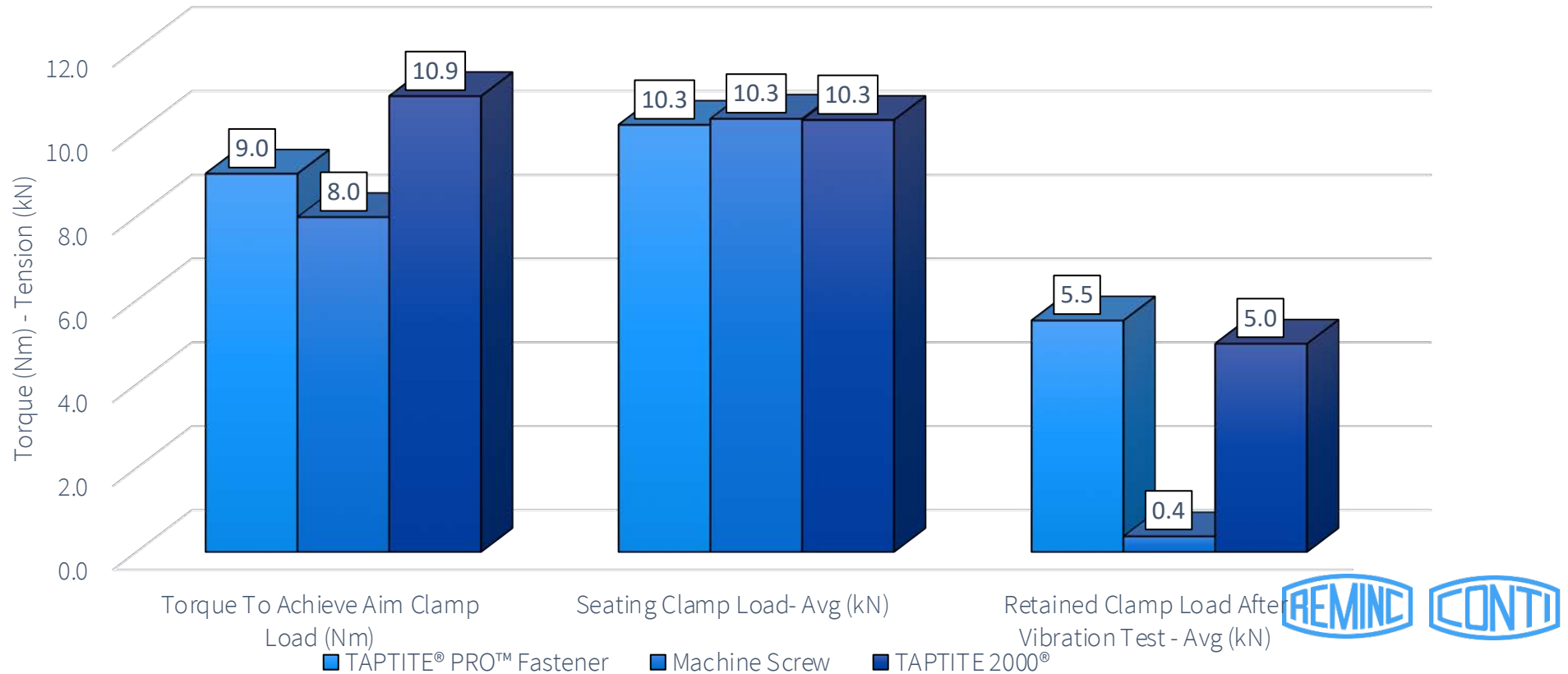


TAPTITE® PRO™ Fasteners

Junkers Test Results

Junkers Transverse Vibration Test

MP6-1.00 TAPTITE® PRO™, MR6-1.00 TAPTITE 2000® & M6-1.00 Machine Screw

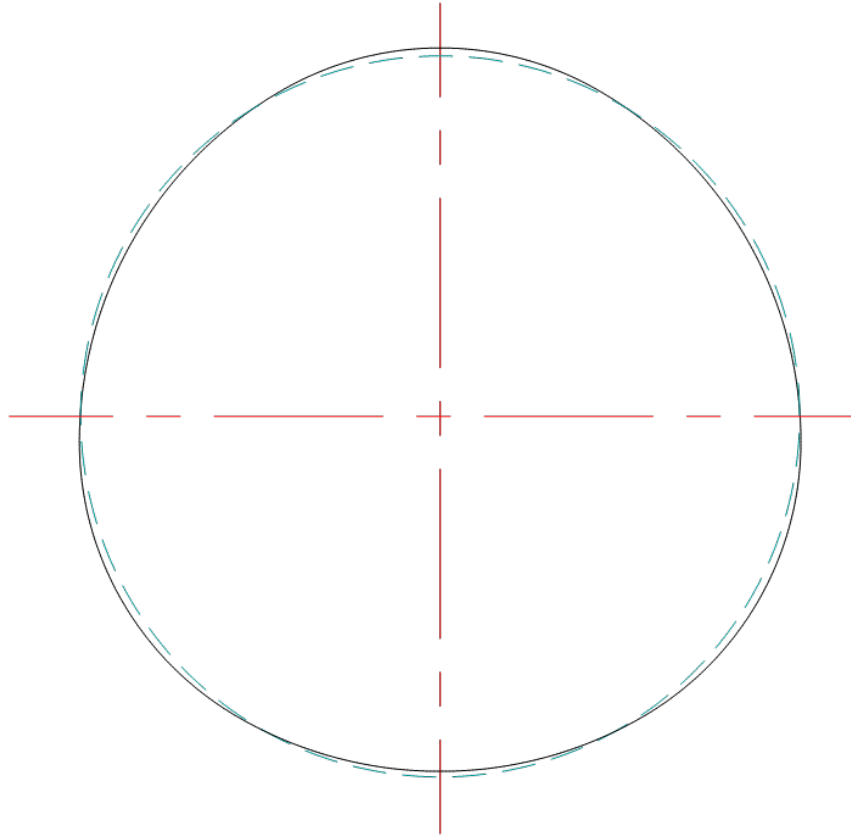


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TAPTITE® PRO™ Fasteners

Stress Area



ATTRIBUTE

- Body Lobulation

ADVANTAGES

- High axial pullout loads
- Theoretical stress area comparable to machine screws
- Meets tensile requirements per ISO 898-1



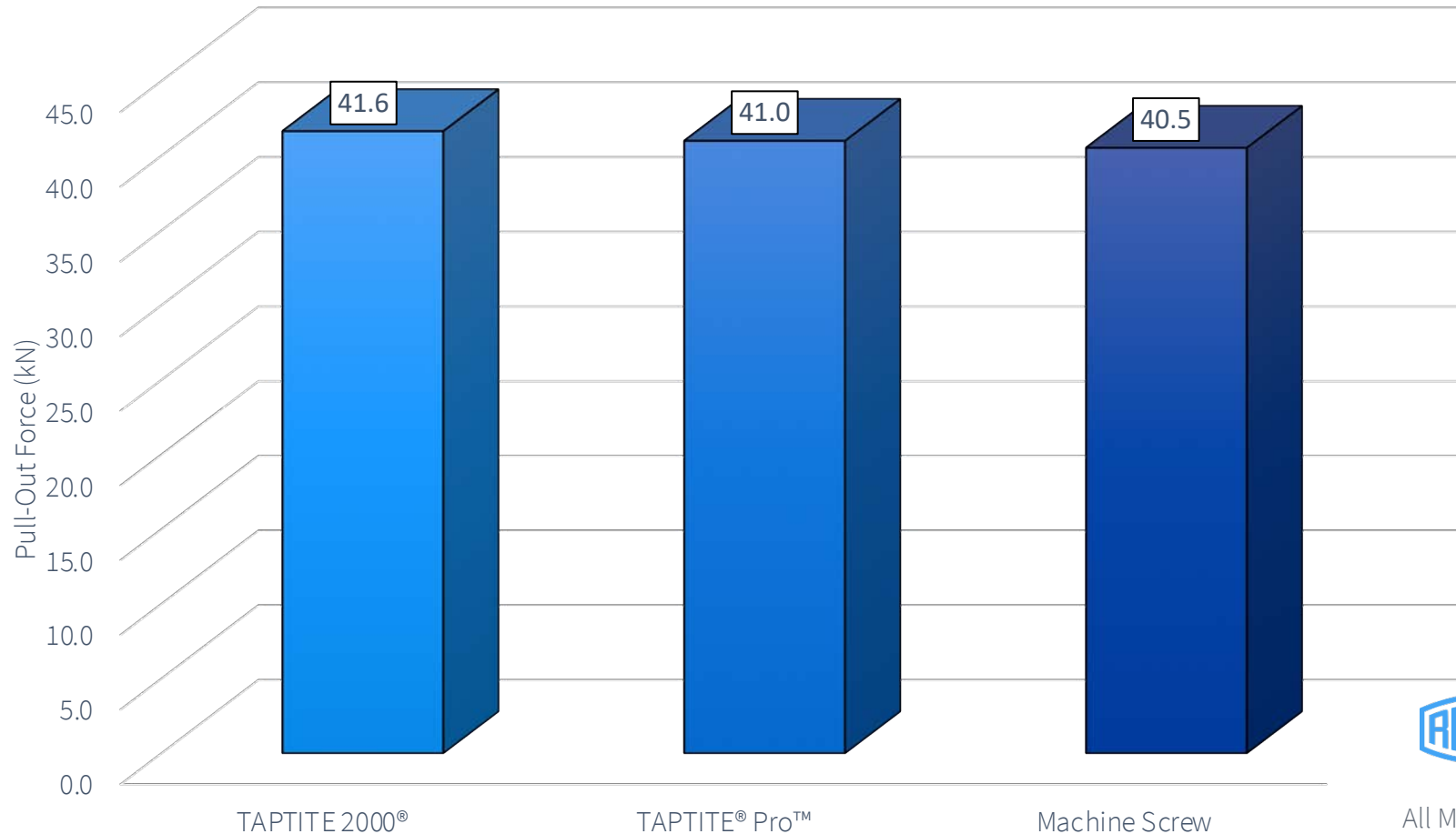
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TAPTITE® PRO™ Fasteners

Axial Pull-out

Tensile Pull-Out Force

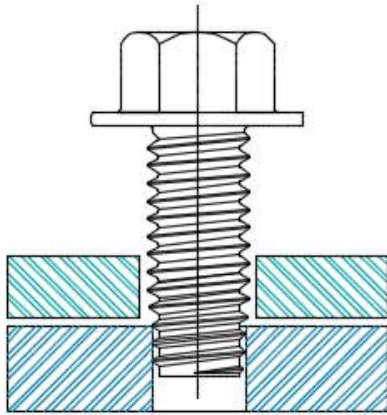
MP8-1.25 TAPTITE® Pro™, MR8-1.25 TAPTITE 2000® & M8-1.25 Machine Screws



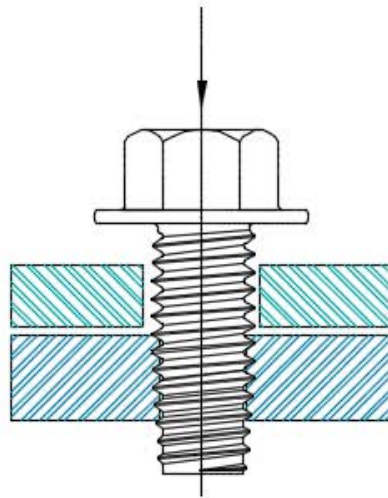
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TAPTITE® PRO™ Fasteners

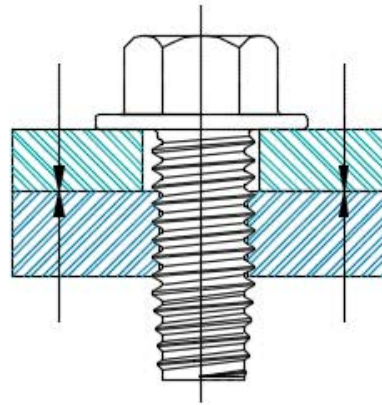
Superior Design



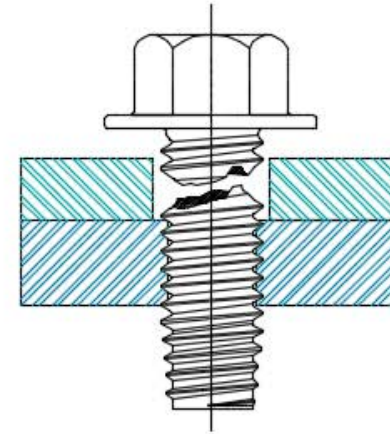
- Maintains good axial alignment



- Requires less starting end load



- High assembly clamp load
- High resistance to vibrational loosening

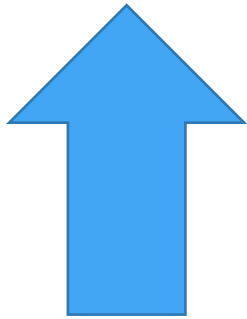


- Failure mode comparable to machine screws in standard depths of engagement

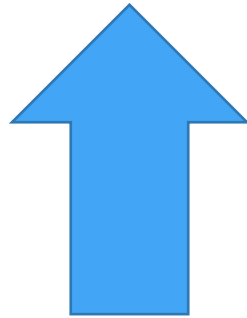


TAPTITE® PRO™ Fasteners

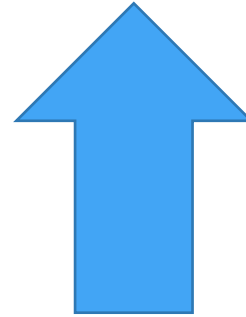
Ultimate Benefits



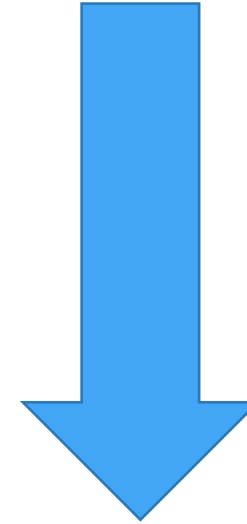
Quality



Speed



Efficiency



Cost

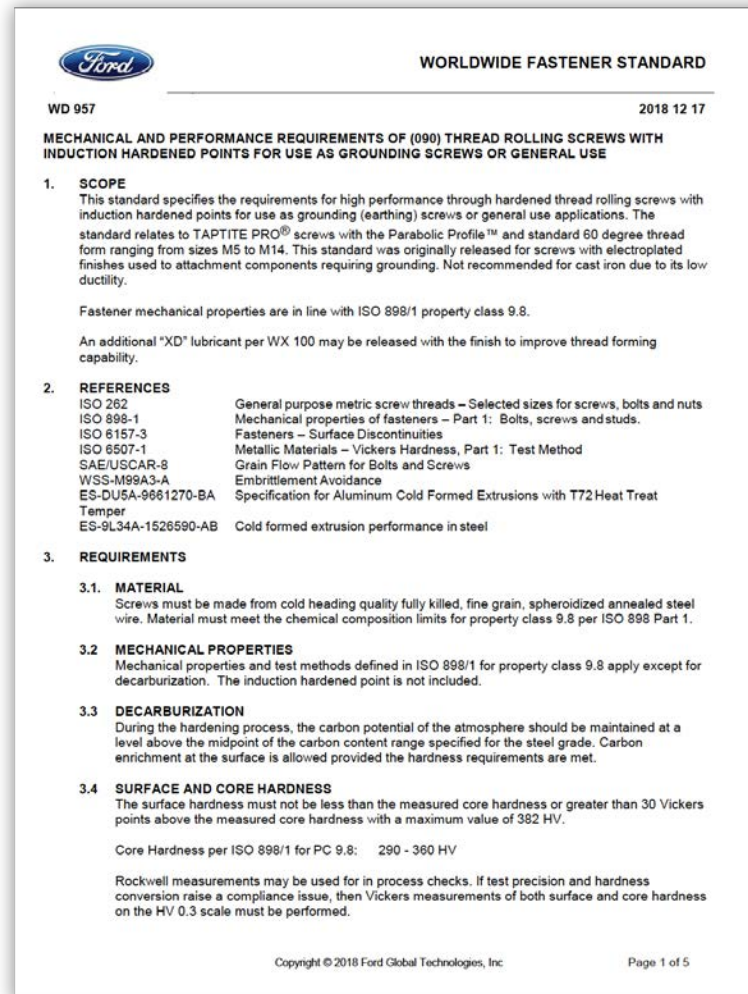
LOWER IN-PLACE FASTENING COSTS



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TAPTITE® PRO™

Ford WD-957 Spec



REMINC-CONTI Trademarks

Brand Protection

TAPTITE® PRO™, TAPTITE 2000®, TYPE TT 2K®, TAPTITE 2K®,
TYPE TT 2000®, TAPTITE®, TAPTITE II®,
TYPE-TT®, DUO-TAPTITE®, CORFLEX®, TRILOBULAR™



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55 Hammarlund Way, Tech II
Middletown, RI 02842

Conti Fasteners, AG
Albisstrasse 15, CH-6340
Baar, Switzerland



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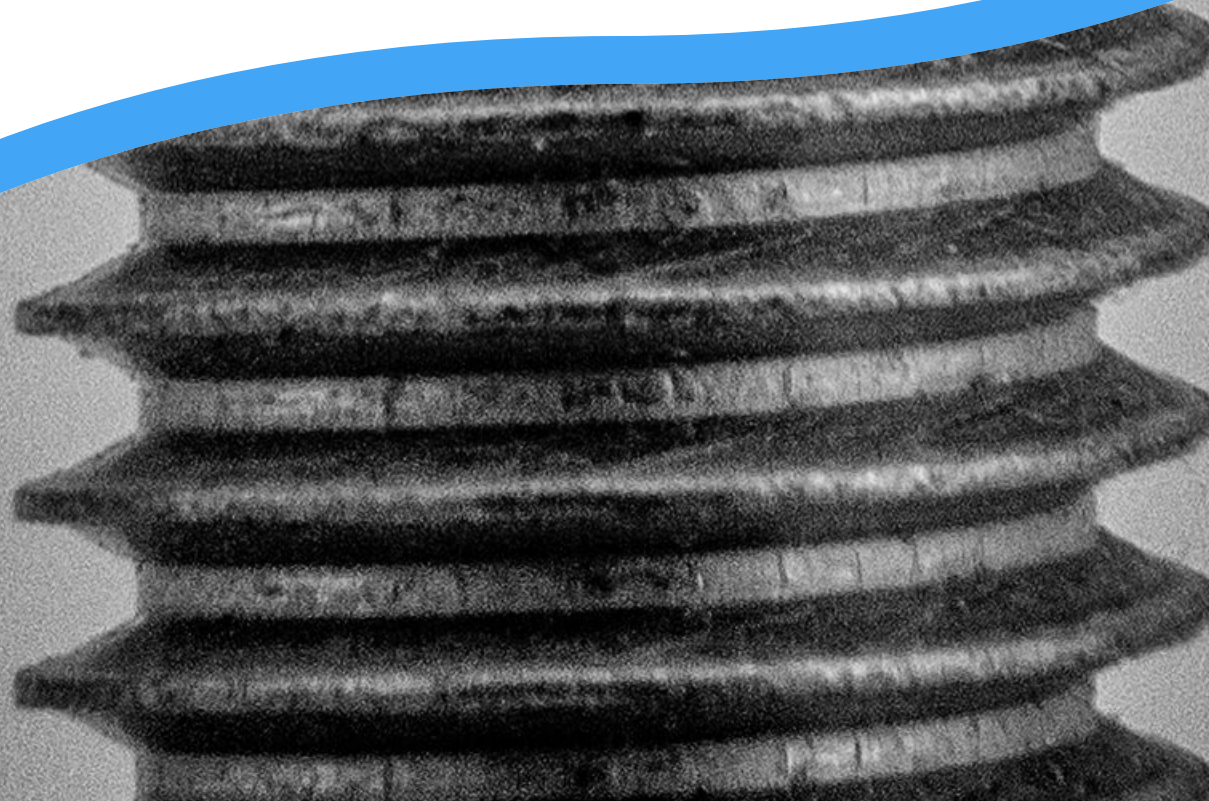
POWERLOK® II™

Screws

A TRILOBULAR® bodied locking fastener

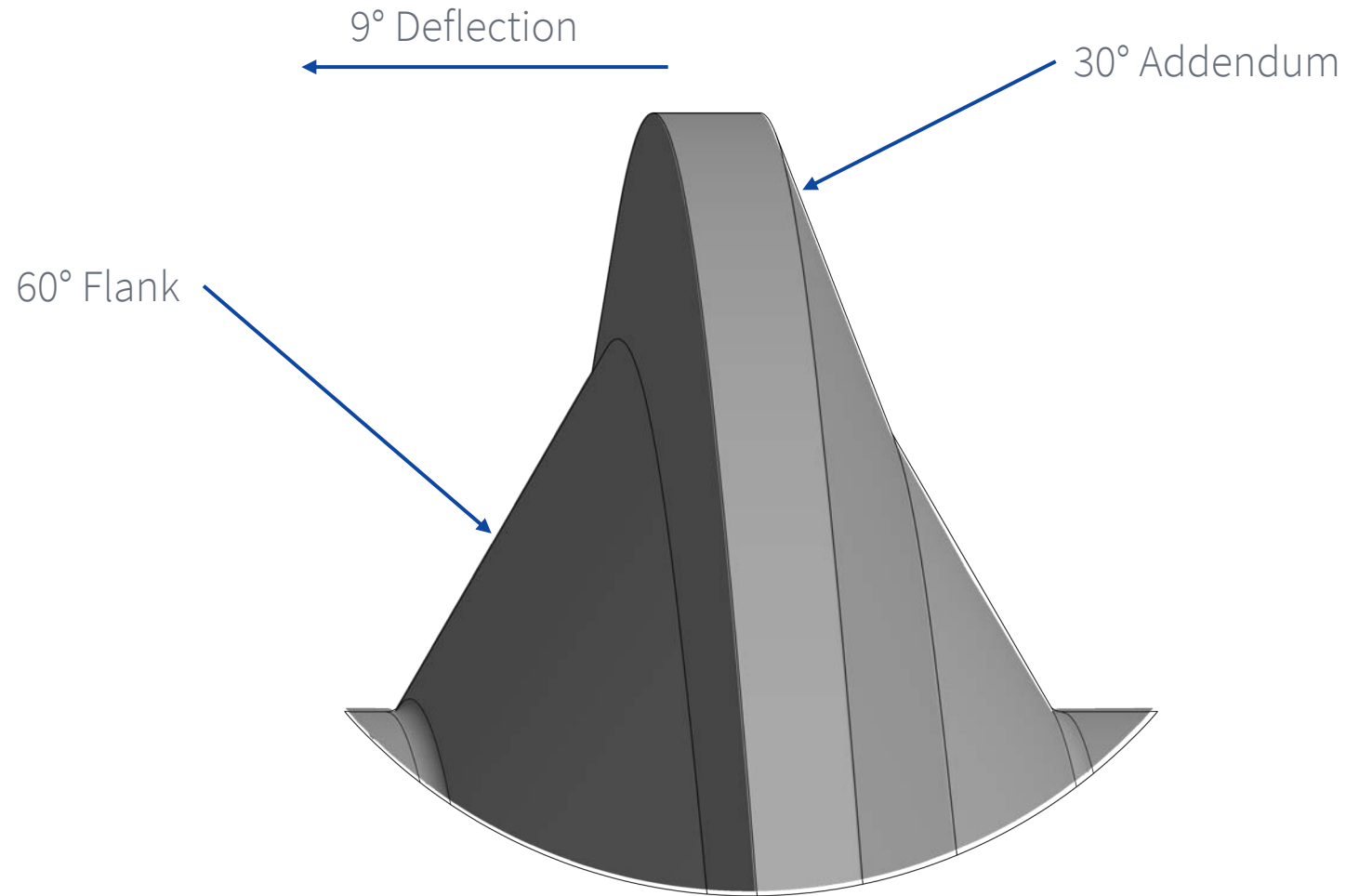


Product Development Update



POWERLOK® II™ Fastener

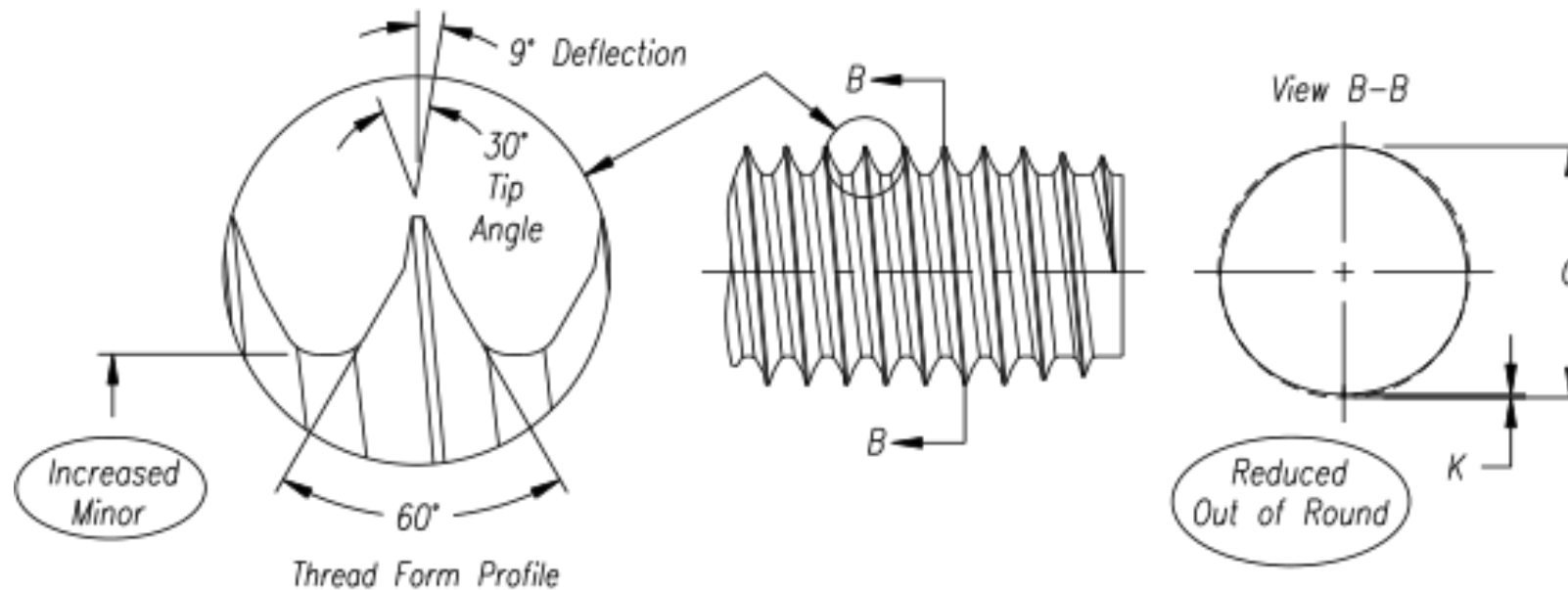
Increased Strength



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POWERLOK® II™ Fastener

Performance by Design



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POWERLOK® II™ Fastener

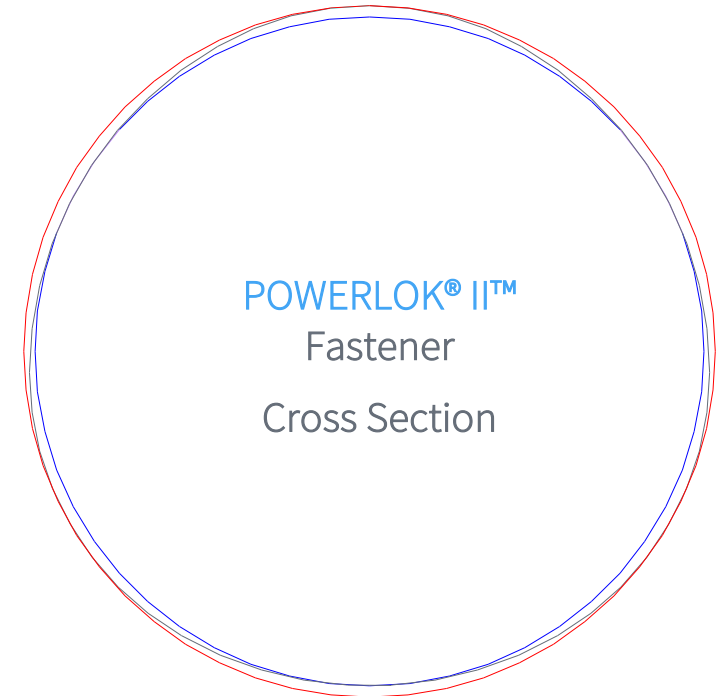
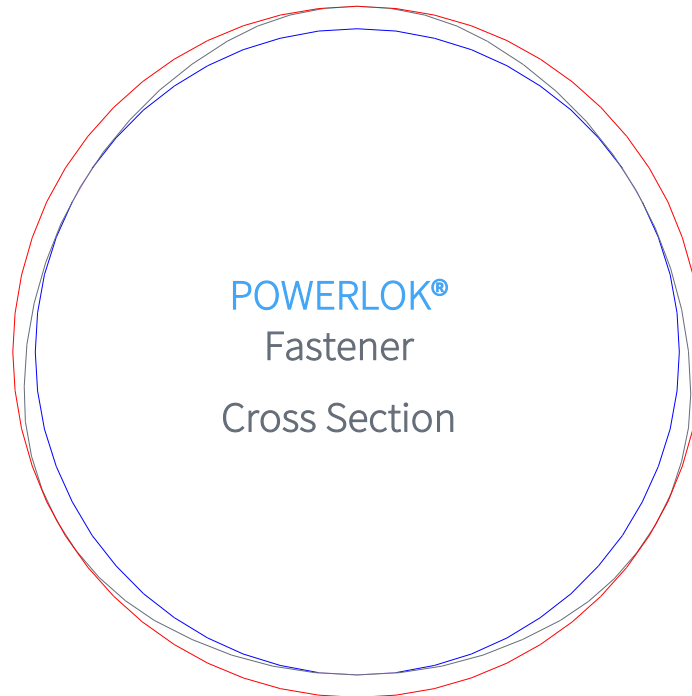
Increased Strength

ATTRIBUTE

- Increased cross section

ADVANTAGES

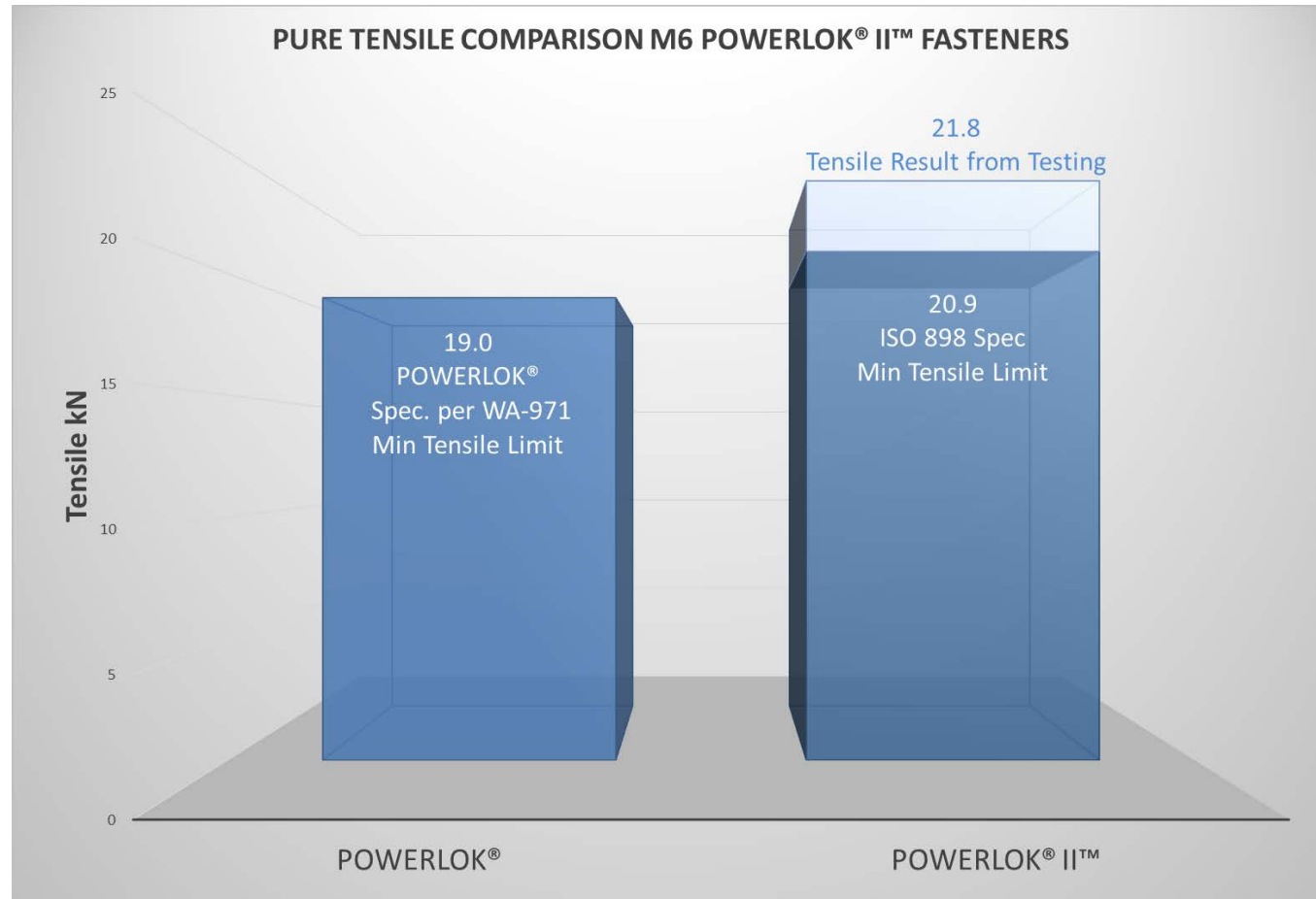
- Improved strength
- Meets ISO 898-1 tensile requirements



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POWERLOK® II™ Fastener

Increased Strength



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POWERLOK® II™ Fastener

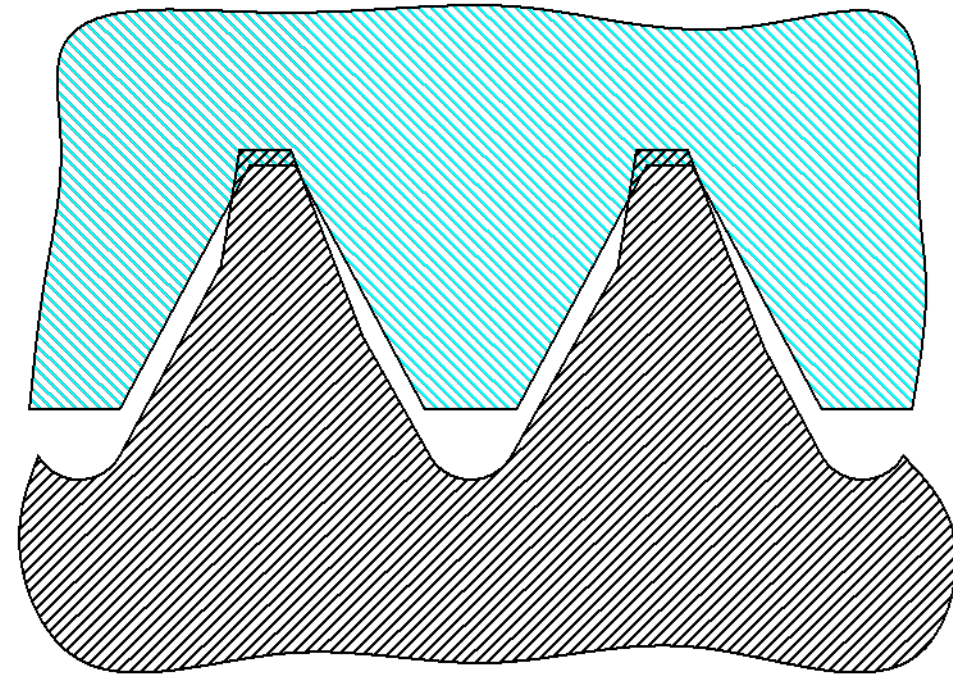
Locking Action

ATTRIBUTE

- Thread height

ADVANTAGES

- Interference in root
- Use standard 6H taps
- Most accurate dimension of nut member
- Easy running change



←
DIRECTION OF HEAD



POWERLOK® II™ Fastener

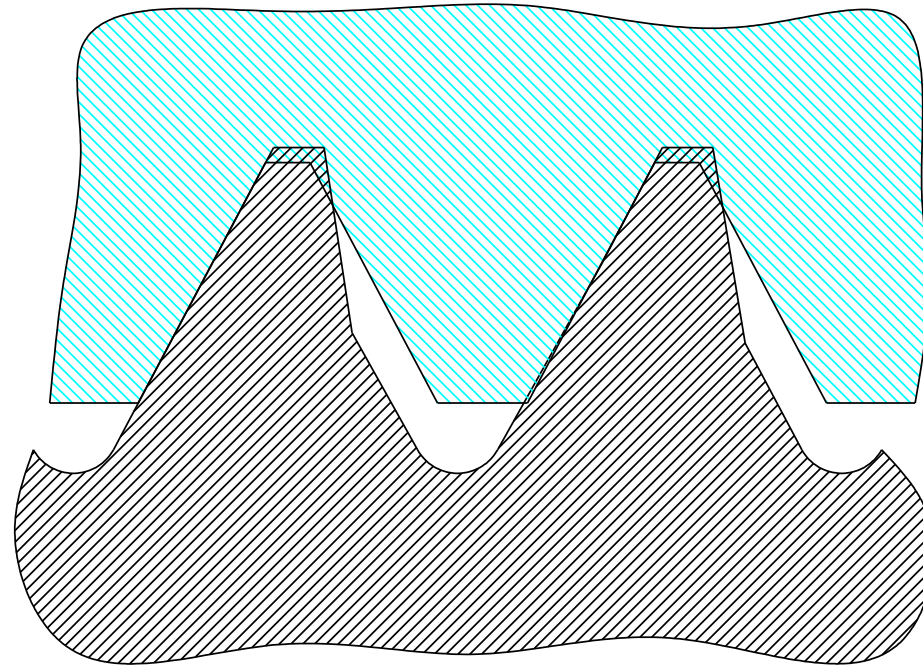
Locking Action

ATTRIBUTE

- 30° addendum

ADVANTAGES

- Tip deflection
- Spring action along pressure flank



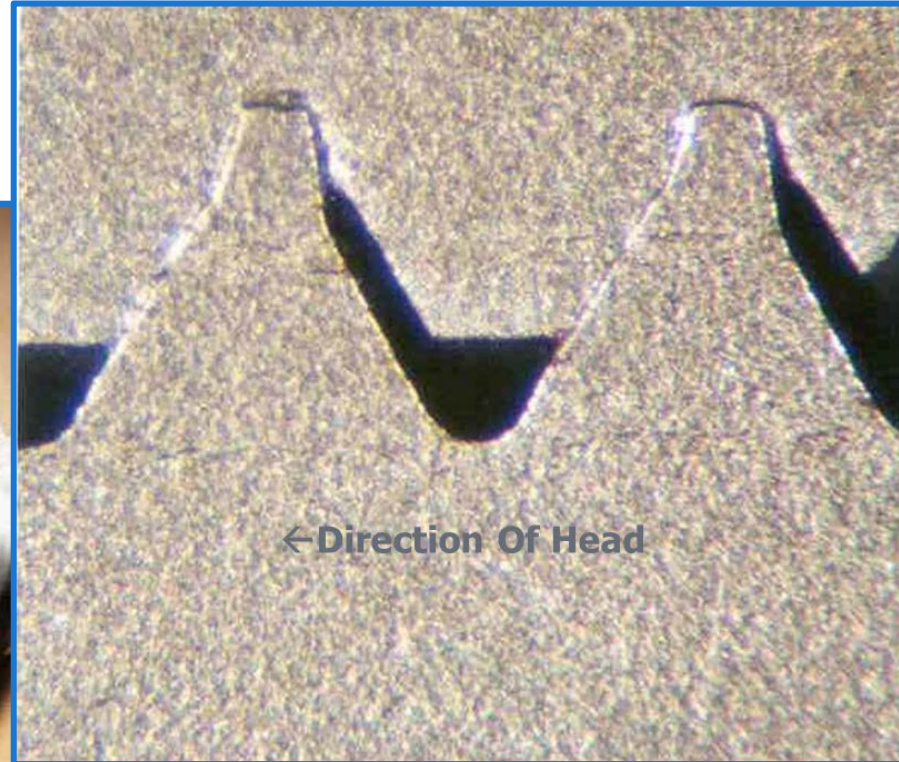
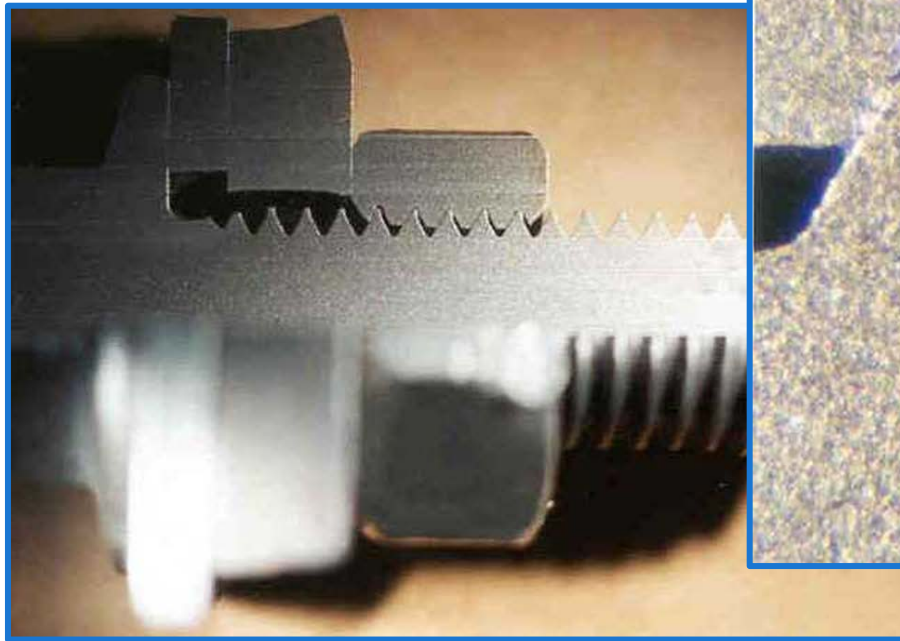
UNDER TENSION
←
DIRECTION OF HEAD



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POWERLOK® II™ Fastener

Locking Action



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POWERLOK® II™ Fastener

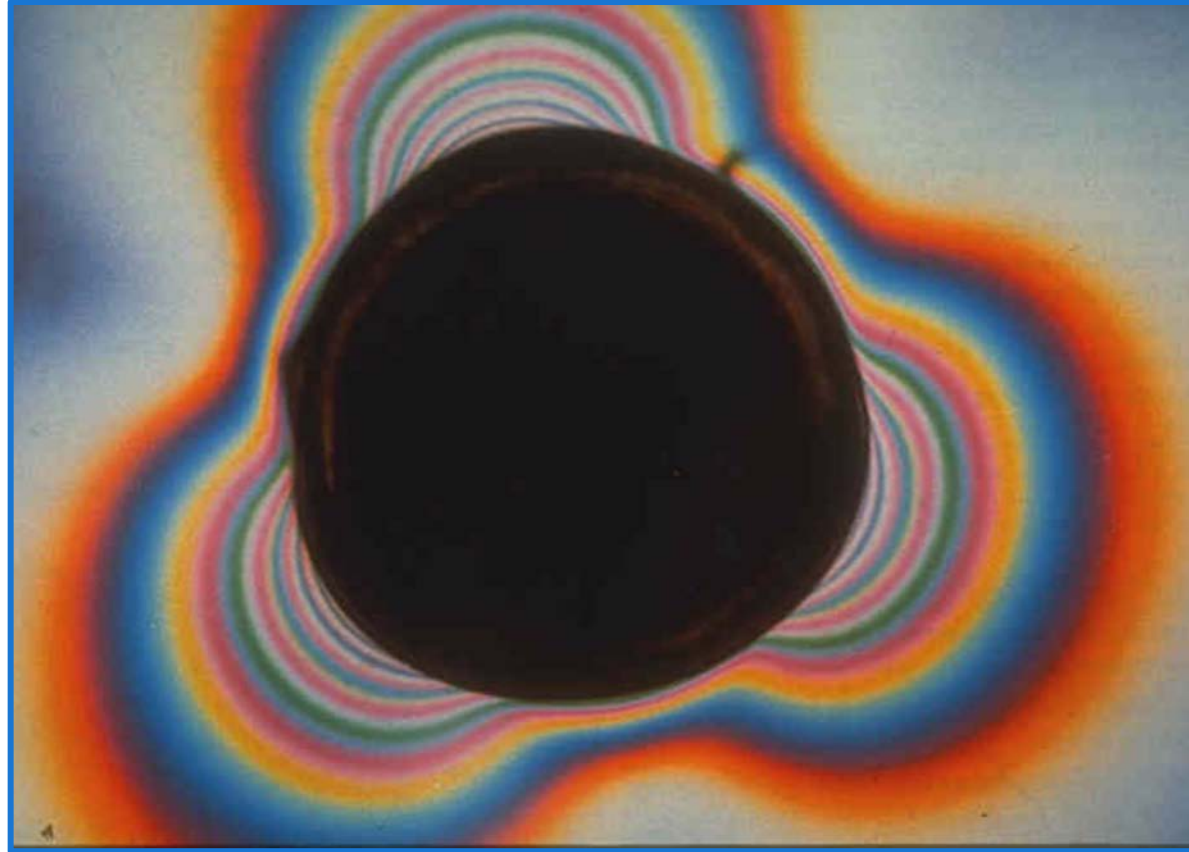
Locking Action

ATTRIBUTE

- TRILOBULAR® shape

LOCKING ACTION

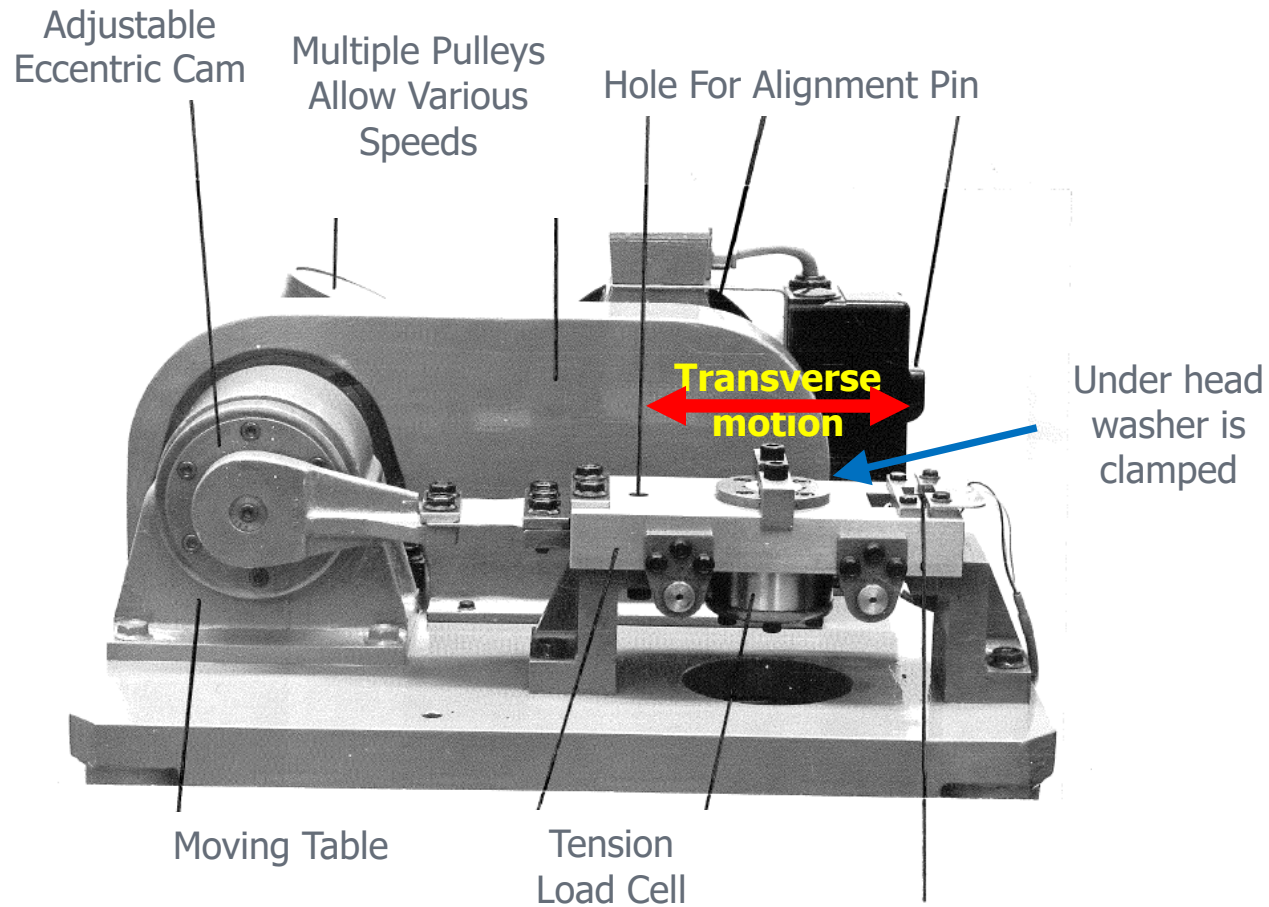
- Relaxation between lobes



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POWERLOK® II™ Fastener

Vibration Resistance

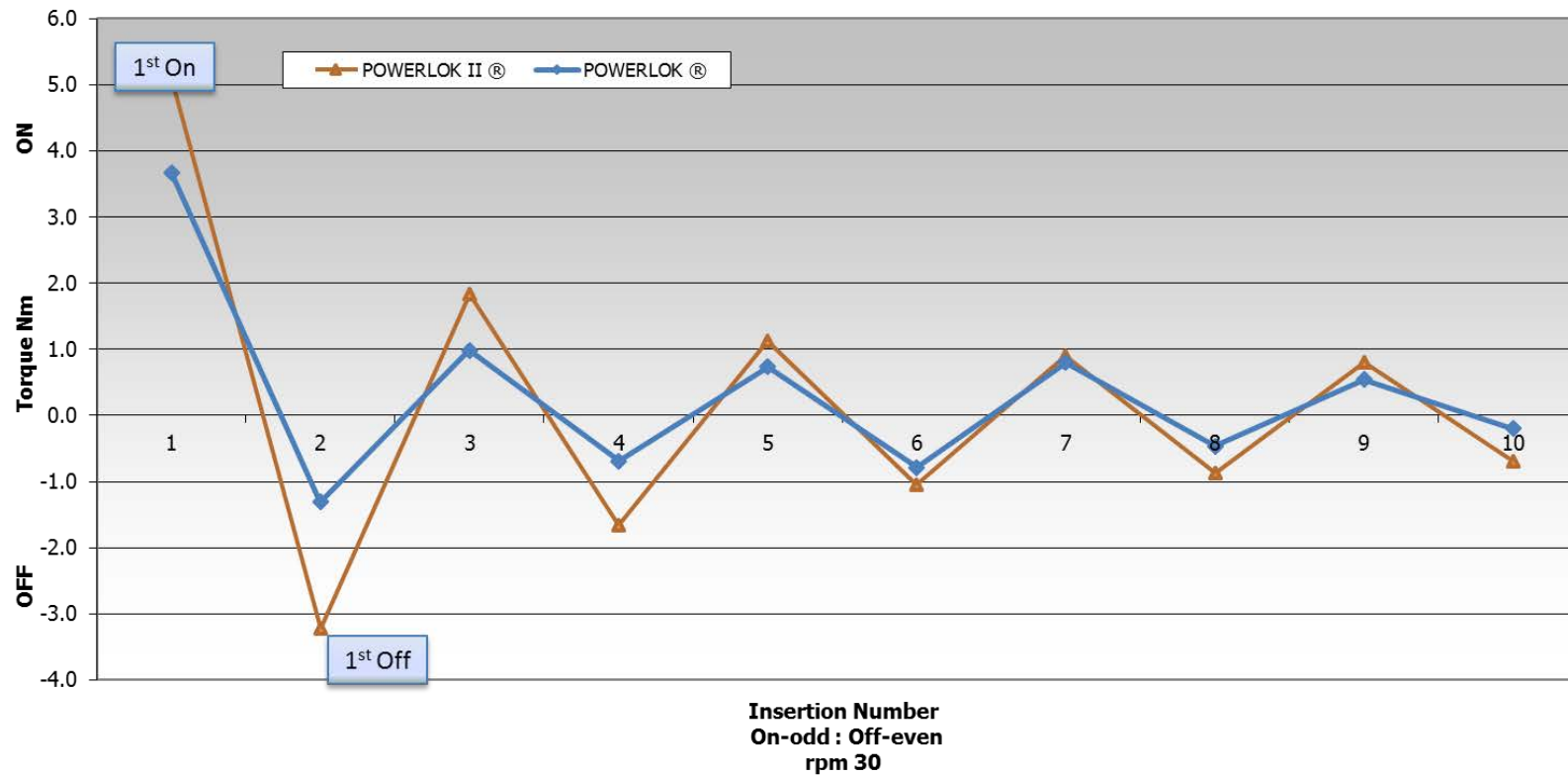


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POWERLOK® II™ Fastener

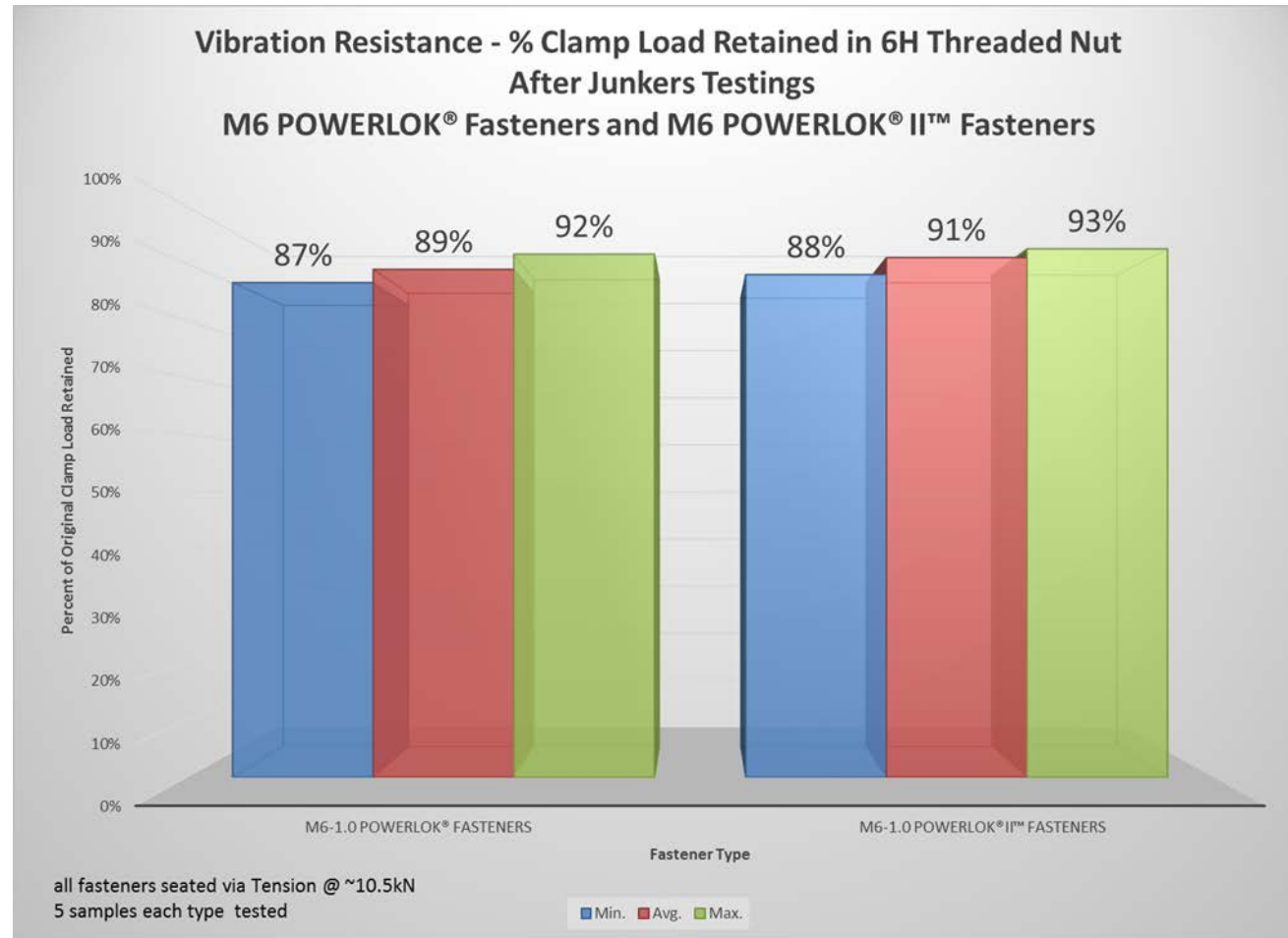
Vibration Resistance

Prototype Evaluation
M6-1.0 POWERLOK® II™ Fastener and M6-1.0 POWERLOK® Fasteners in a Weld Nut
Multi-Cycle Torque Performance Averages



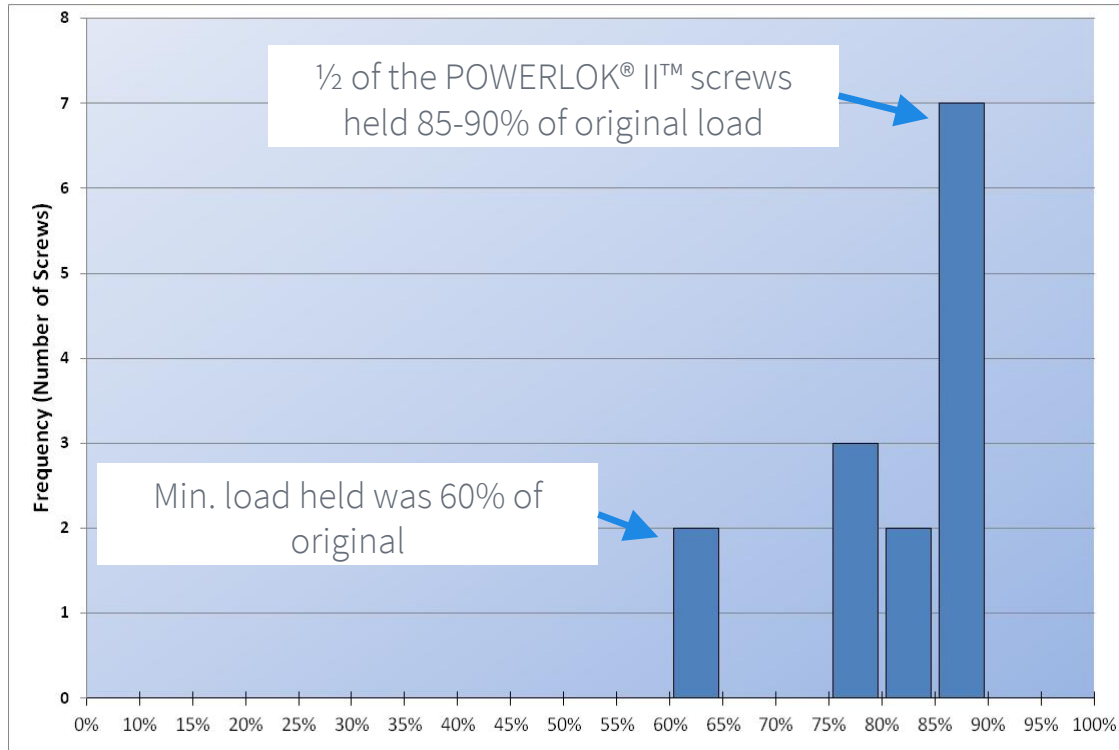
POWERLOK® II™ Fastener

Vibration Resistance

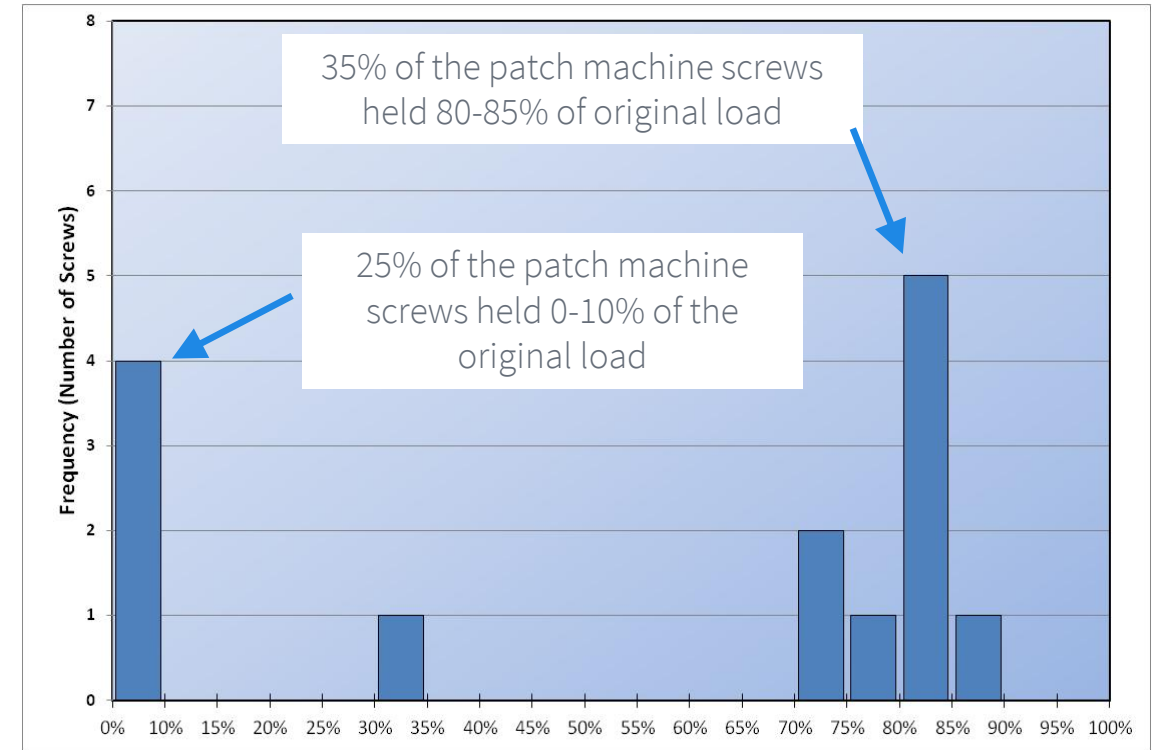


POWERLOK® II™ Fastener

Consistent Performance



POWERLOK® II™

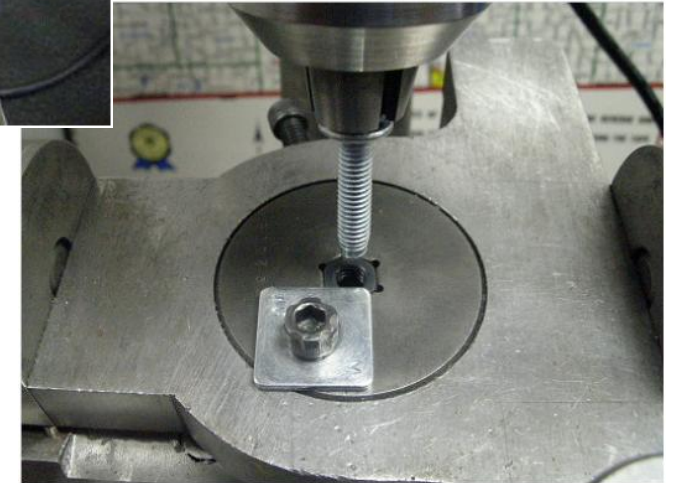


Patched Parts



POWERLOK® II™ Fastener

Anti-Cross thread



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POWERLOK® II™ Fastener

Anti-Cross thread

Angle	Fastener Type	GS		A		NS		CT		ACT	
		# of 30	% of total	# of 30	% of total	# of 30	% of total	# of 30	% of total	# of 30	% of total
7 deg.	Machine Screw	22	73%	1	3%	2	7%	4	13%	1	3%
	MATpoint®Screw	30	100%	0	0%	0	0%	0	0%	0	0%
	POWERLOK® II™ Screw	30	100%	0	0%	0	0%	0	0%	0	0%
Angle	Fastener Type	GS		A		NS		CT		ACT	
		# of 30	% of total	# of 30	% of total	# of 30	% of total	# of 30	% of total	# of 30	% of total
9 deg.	Machine Screw	5	17%	4	13%	18	60%	2	7%	1	3%
	MATpoint®Screw	29	97%	0	0%	0	0%	1	3%	0	0%
	POWERLOK® II™ Screw	28	93%	2	7%	0	0%	0	0%	0	0%

GS = Good Start

A = Additional end load – started

NS = No Start

CT = Cross Thread

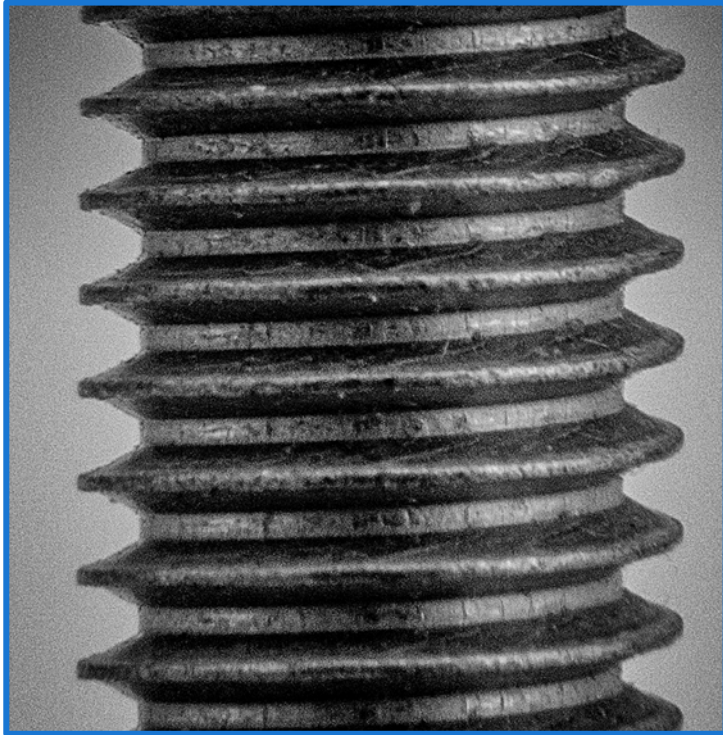
ACT = Additional end load – cross thread



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POWERLOK® II™ Fastener

Benefits



ADVANTAGES

- Full length of fastener
- All metal locking feature
- Not temperature dependent
- Consistent performance
- Reusable
- Simplified value stream
- Improved quality
- Anti-Cross thread



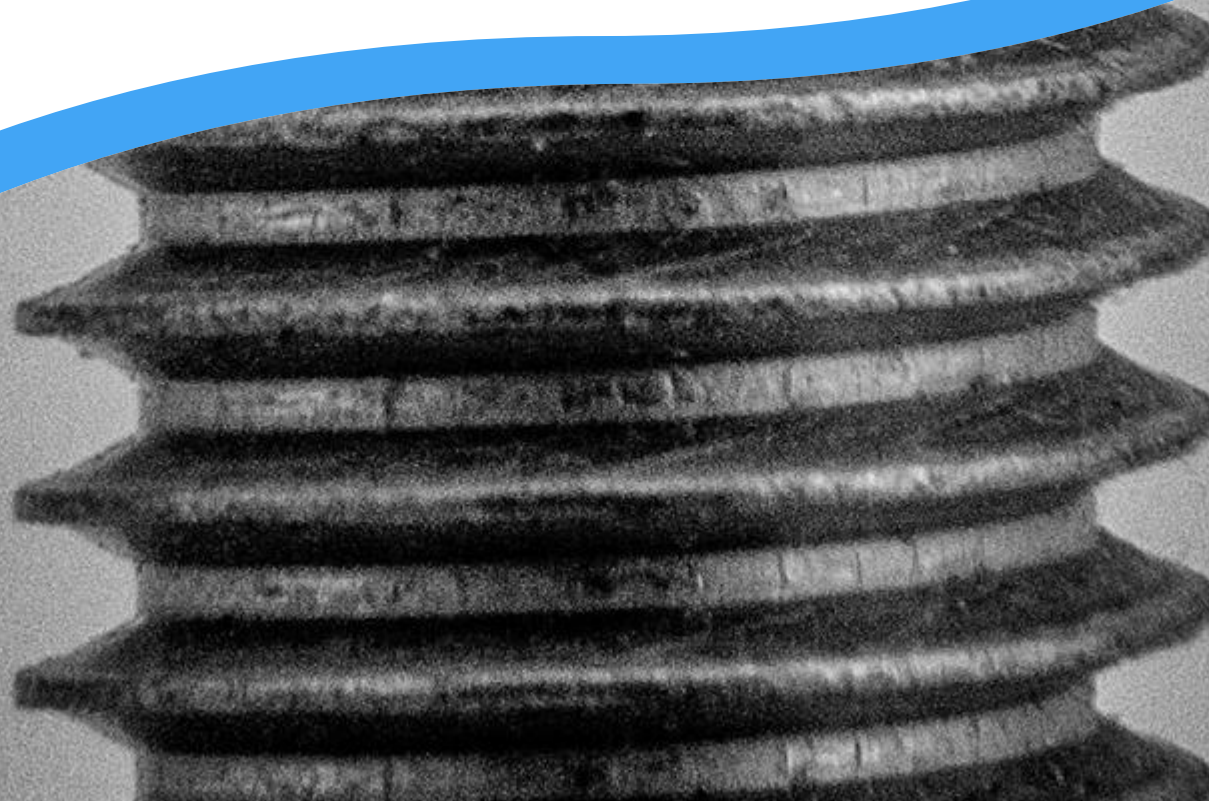
TRILOBULAR®

Grounding Screws

Ideal fasteners for creating conductivity



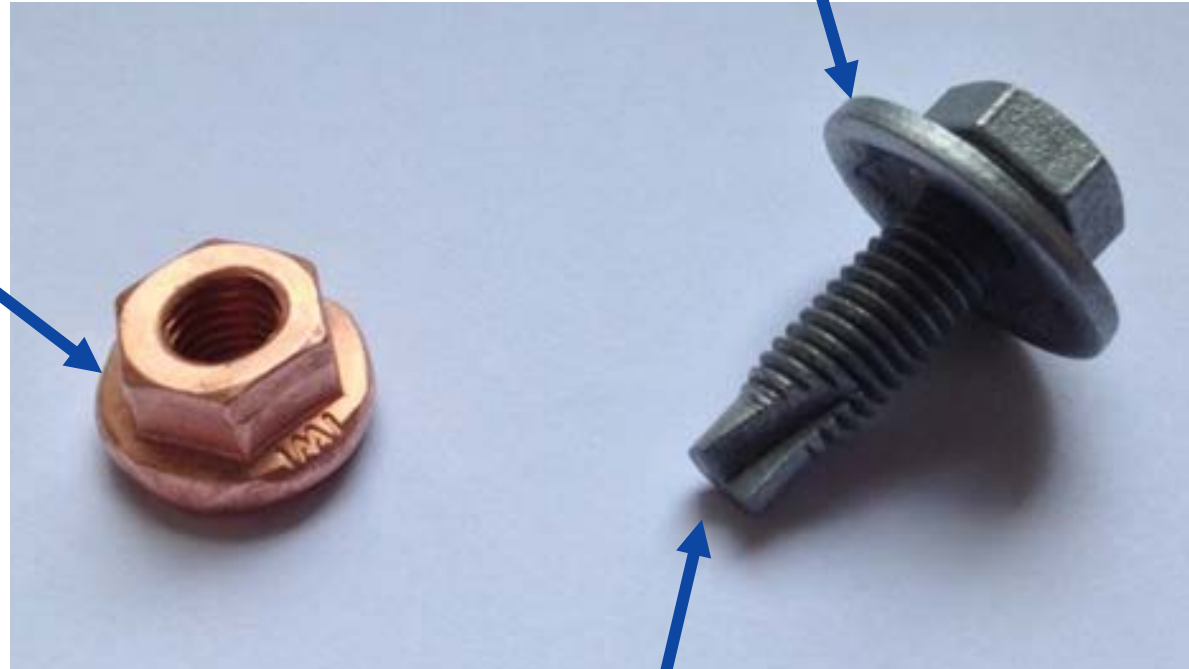
Application Solutions



Standard Solution

Expensive Washer Assembly

Mechanical plating
for better
conductivity, but
reduced corrosion
resistance



Copper coated lock nut

- Expensive
- Inconsistent locking

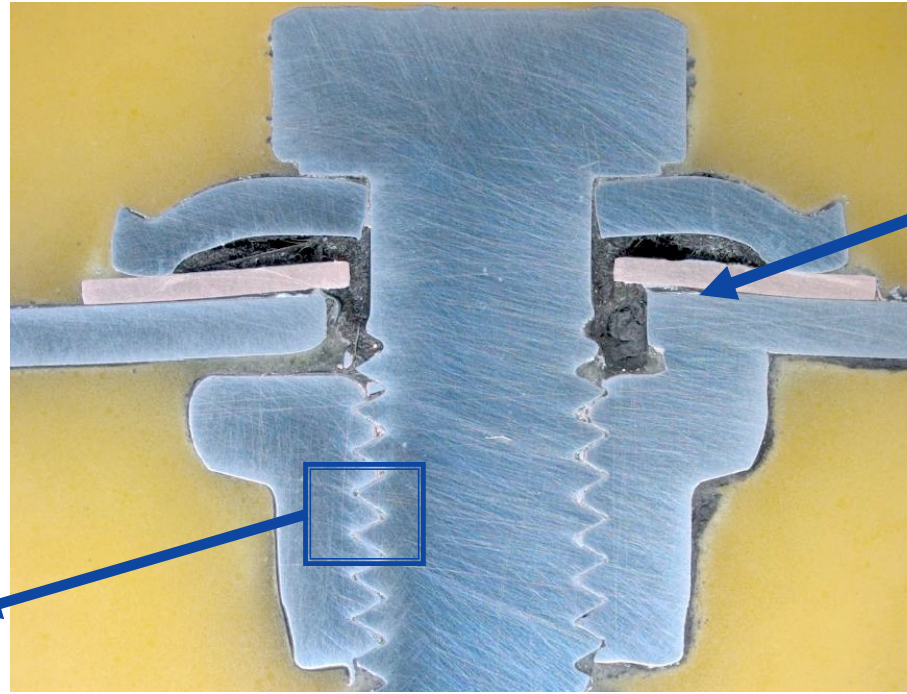
Screw with thread cutting/paint clearing feature

- Prone to cross threading
- Poor performance clearing paint, e-coat, etc.

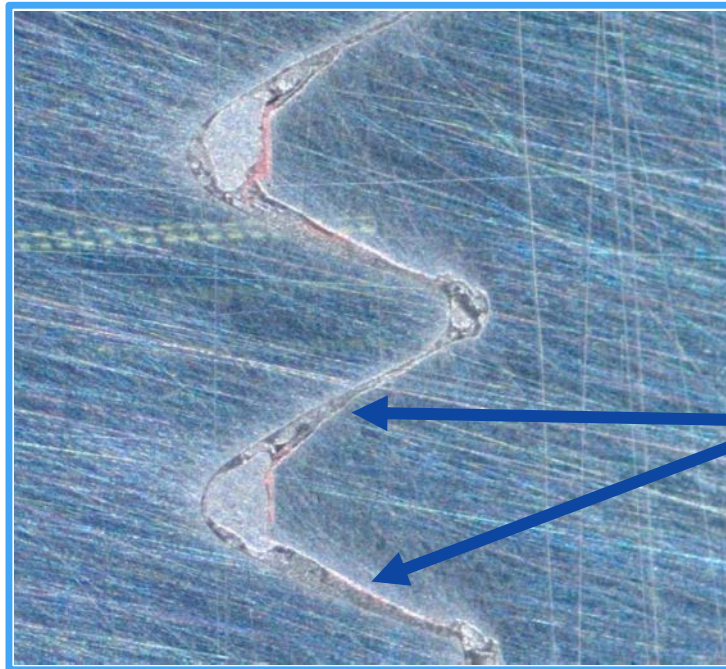


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Standard Solution – Cross section



Material deflection due to spring washer assembly



Limited metal to metal contact between nut & fastener thread



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TAPTITE® Fastener Solution

Standard unthreaded nut member

- No tapping
- No locking required
- No copper plating



Standard Hex Flange Head

Electrolytic Zinc Nickel plating

- Excellent corrosion resistance

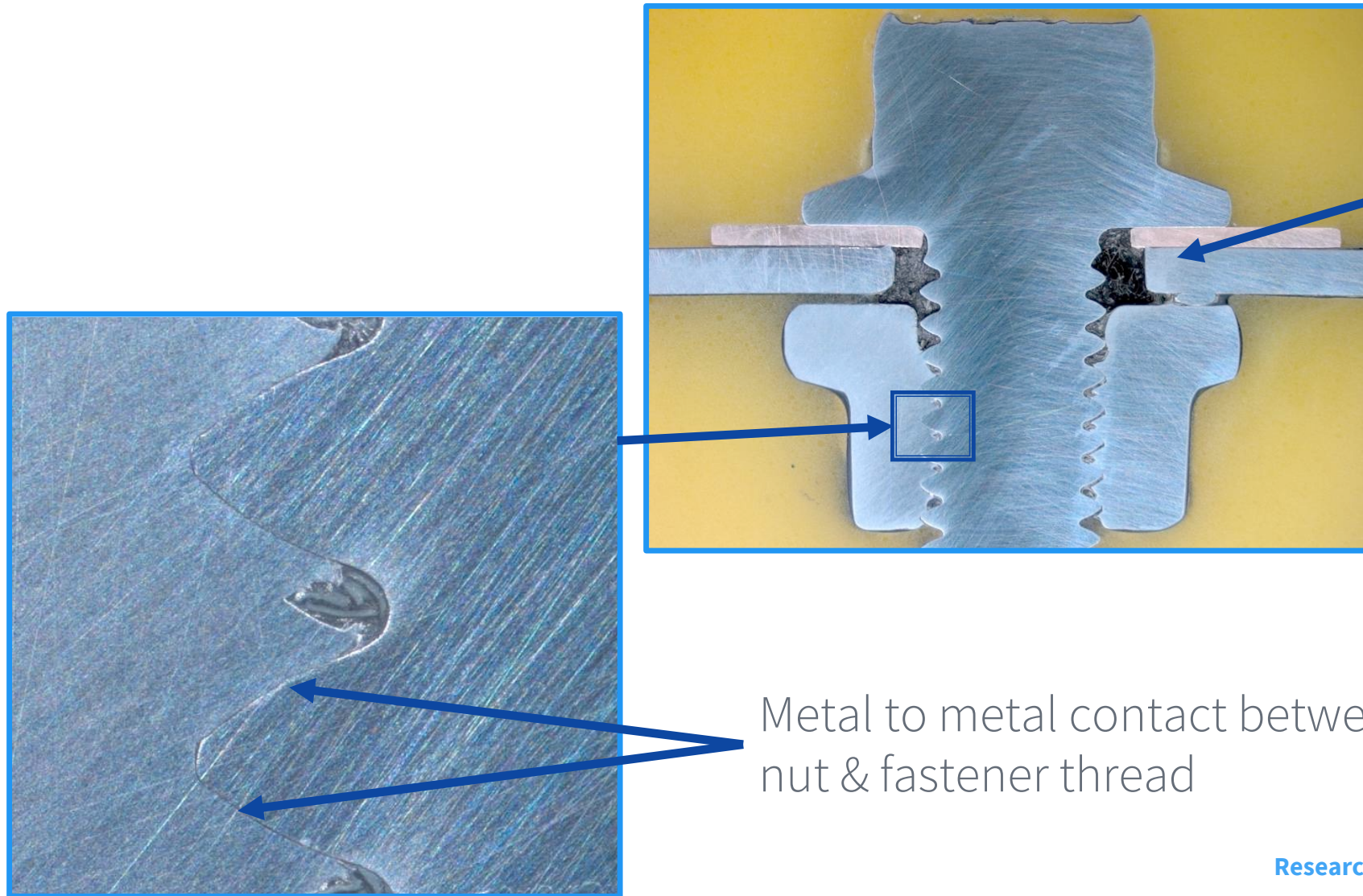
Standard TAPTITE® design;

- Eliminates cross threading
- Clears e-coat & other finishes in nut member to create metal to metal contact
- Built in locking action



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New Solution – Cross section



Material deflection due to spring washer assembly eliminated

Metal to metal contact between nut & fastener thread



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Test Procedure for Electrical Ground Attachments

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Voltage Drop Test according to SAE/USCAR-26



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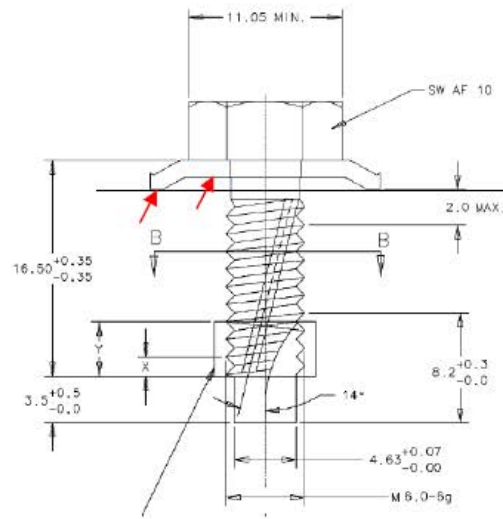
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TO PLACE A DOCUMENT ORDER: (724) 776-4970 FAX (724) 776-0790

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Products tested

1. geometry
2. plating

**6G9T-10N006-AA (S415) ZnSn
Grade8.8**

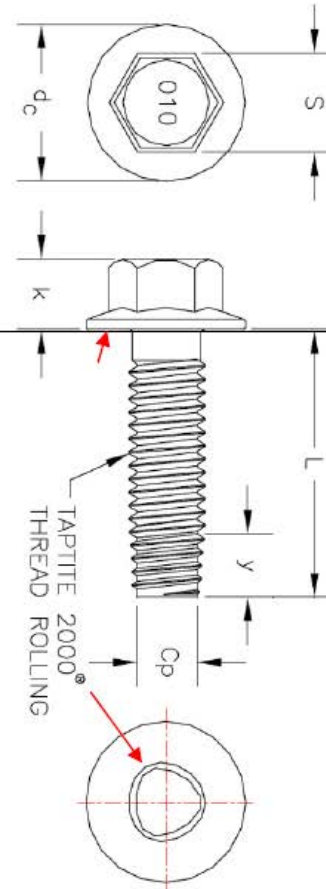


MATERIAL :
SCREW - WA 950 PC 8.8
WASHER - WF 900 TYPE C

FINISH:
MECHANICALLY ZINC PLATED AND TINNED
PASSIVATED TO S415 FINISH ACC. TO
FASTENER STANDARD WX-100

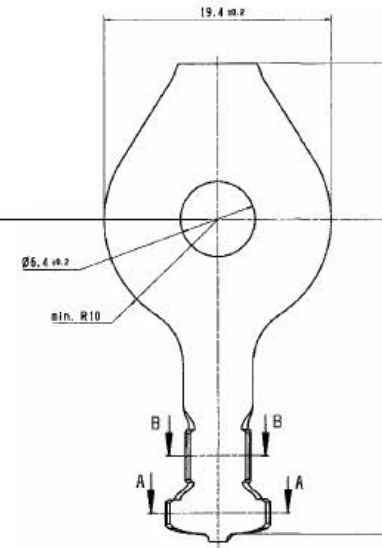
**Weld Nut W711455-S403
Grade8; copper coating**

**W505255-S900 ZnNi
acc. Volvo VCS 1271,479
Grade10.9**



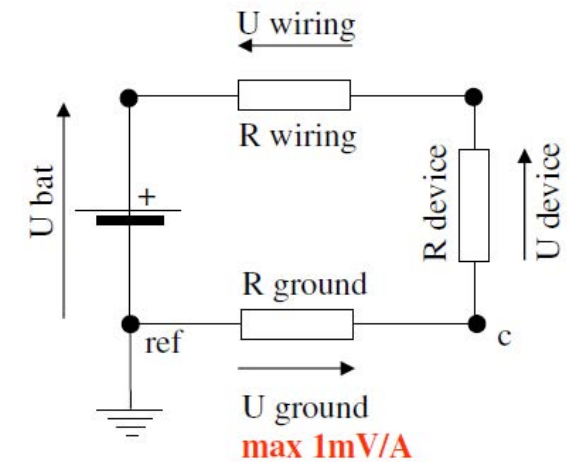
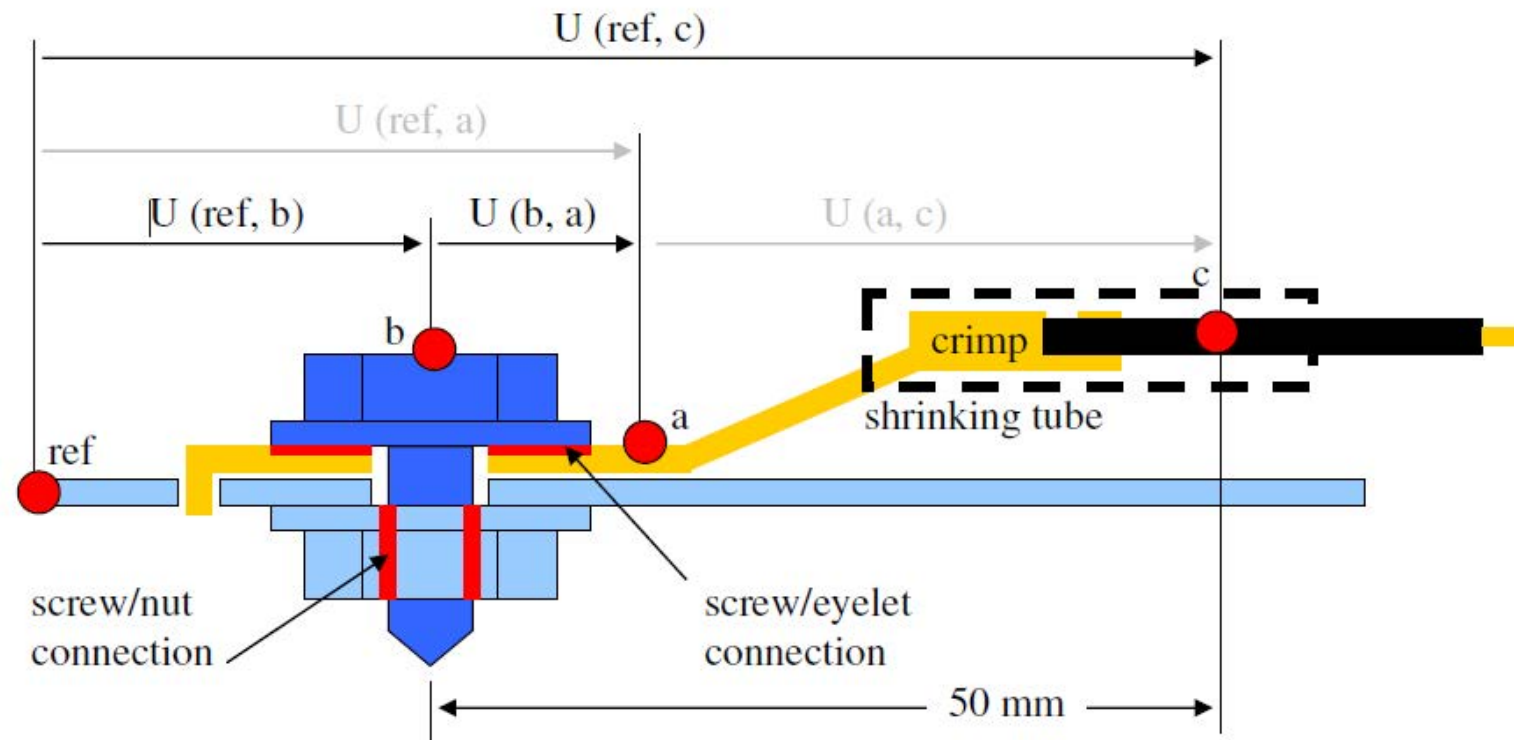
**Weld Nut W703193-S300
Grade8**

**Eyelet CuSn4
surface frSn3+3**



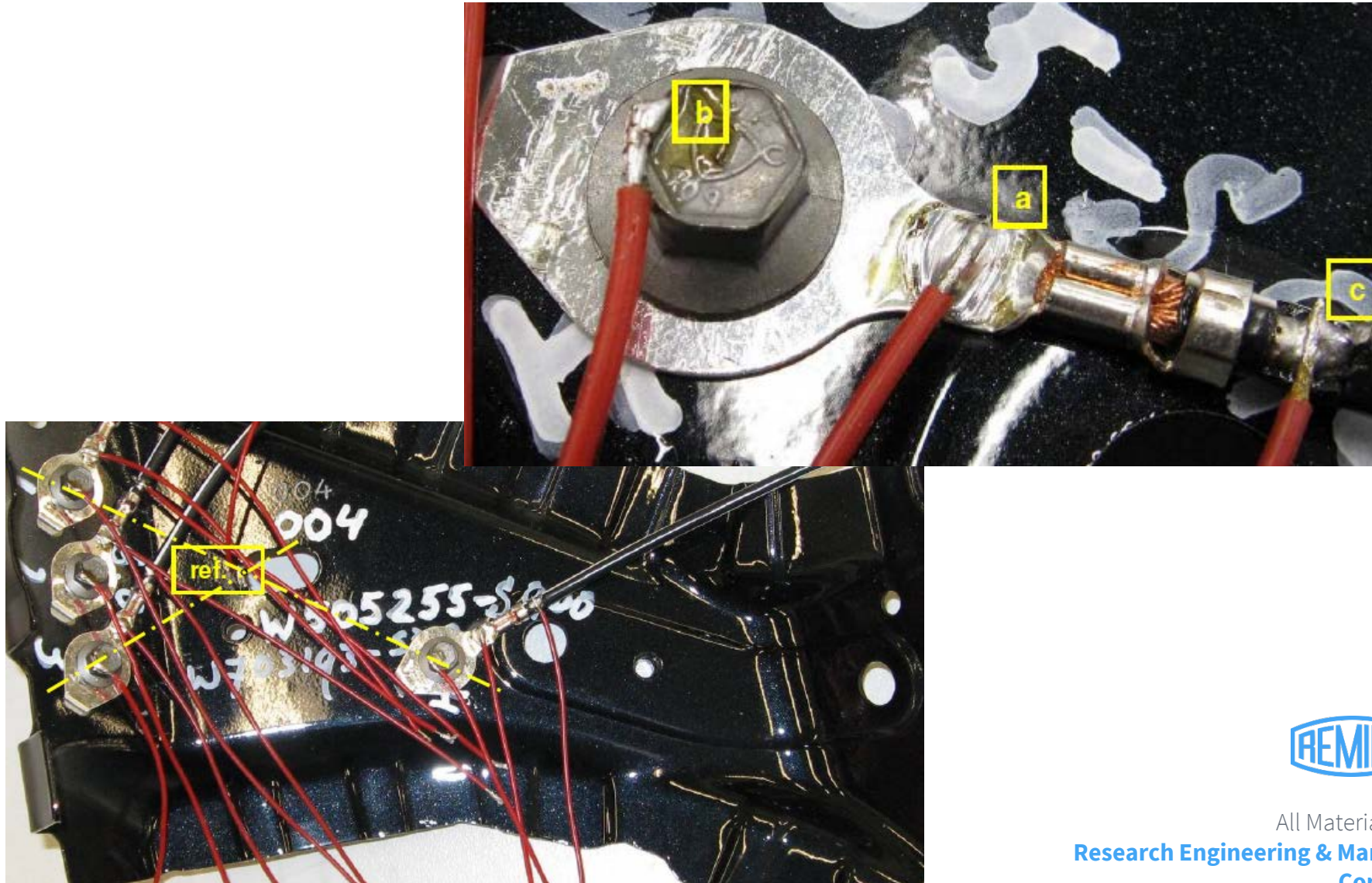
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Schematic test arrangement



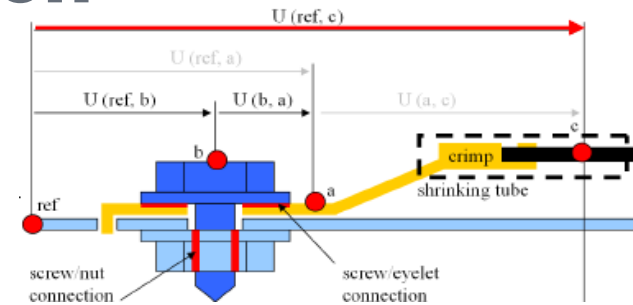
- $U(b, a)$ $U_{\text{screw/eyelet (significant)}}$
- $U(\text{ref}, b)$ $U_{\text{screw/nut}}$
- $U(\text{ref}, c)$ $U_{\text{grounding (total)}}$
- $U(a, c)$ U_{crimp}

Test arrangement

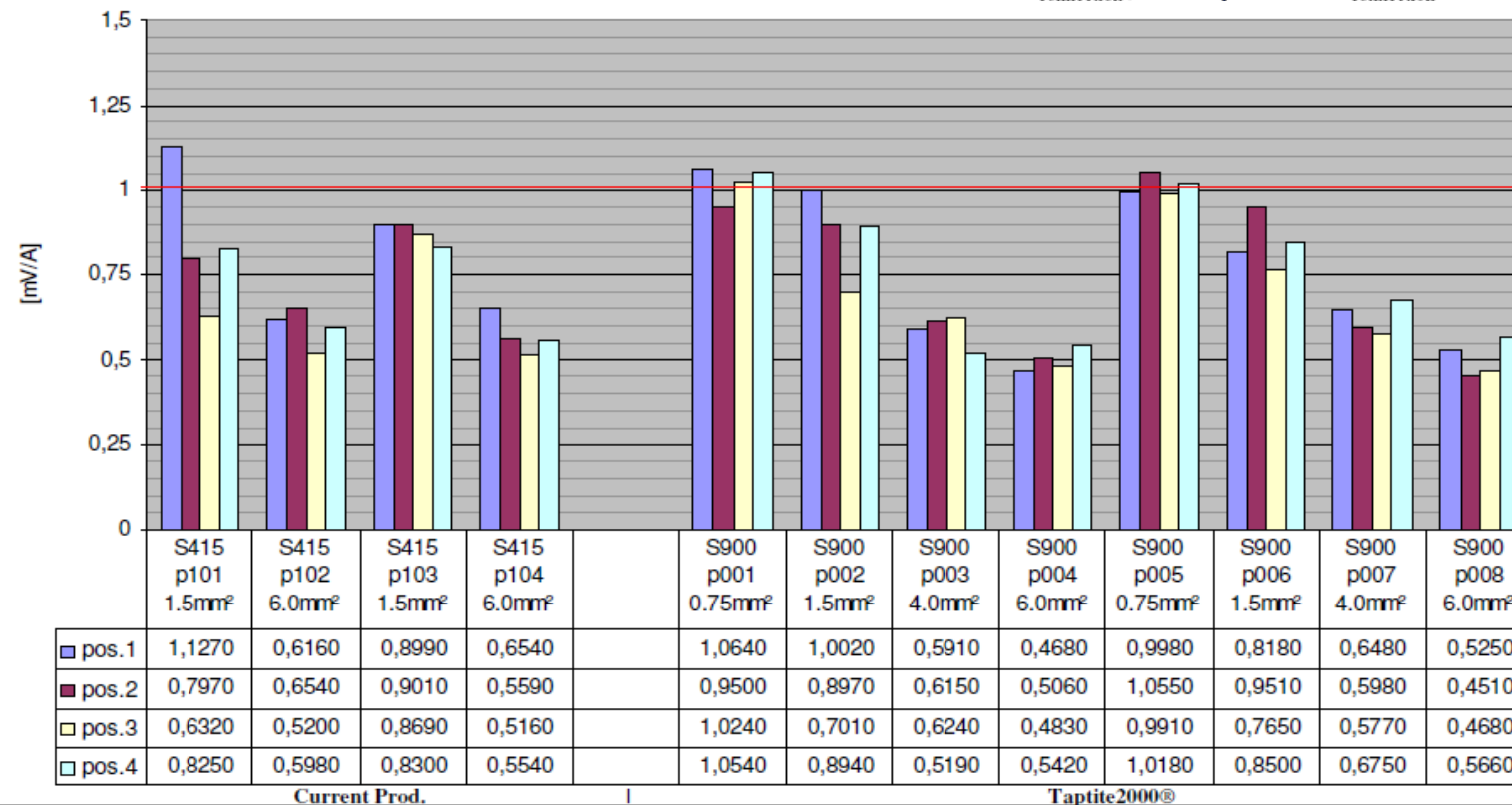


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Test Results - Before Corrosion



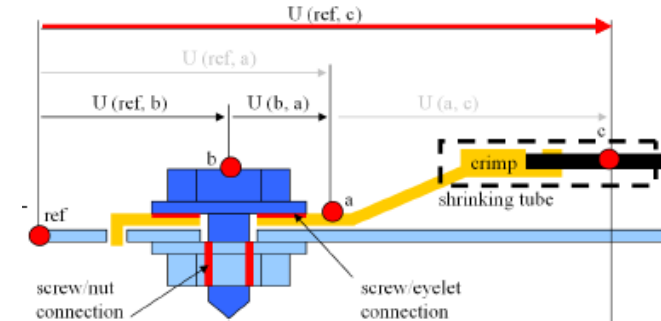
$U(\text{ref}, c)$
0% R343-Lommel aging/corrosion



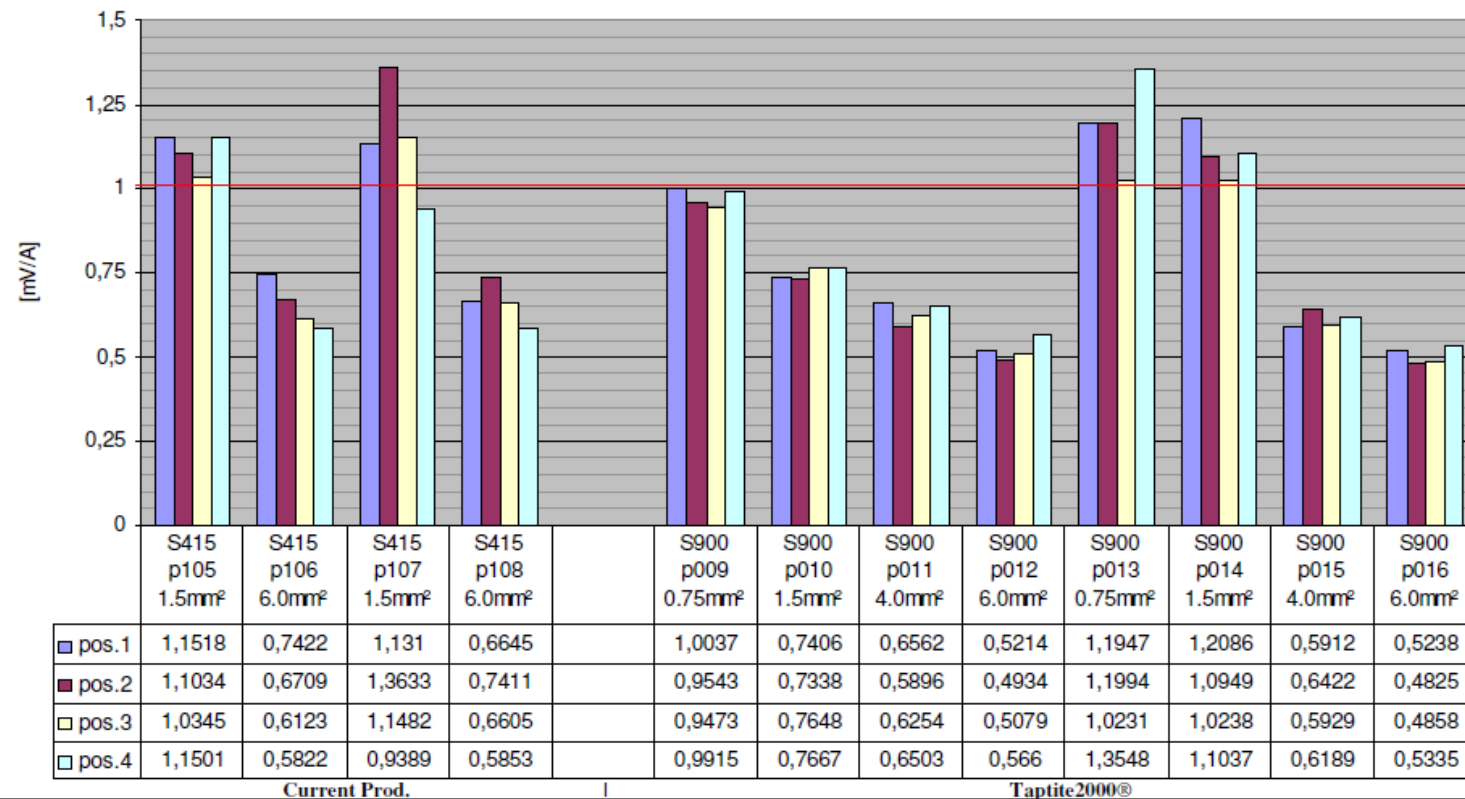
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Test Results After Corrosion



$U(\text{ref}, c)$
100% R343-Lommel aging/corrosion

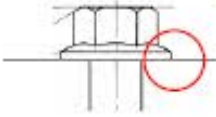


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Summary

- The both Grounding Systems meet the USCAR-26 voltage drop requirements of $U < 1\text{mV/A}$
- The Taptite2000® and Current Prod. Screw show constantly very good elect. connection to nut and eyelet
- The Taptite2000® has the best corrosion resistance!
- Current Prod. Screw has a poor corrosion resistance!

Screw Type / Plating	Screw/Eyelet Resistance	De-/Torque	Corrosion	Recommendation
 Taptite2000 ® (S900) ZnNi	OK	OK	OK	OK good electrical properties! good corrosion resistance! hot melt shrinking tube recommended! no cross threading
 Current Prod. (S415) ZnSn	OK	OK	NOK	NOK poor corrosion resistance! good electrical properties! see "GND screw TEST REPORT 080822" 15-20% cross threading



Summary

TAPTITE® Fasteners eliminate the need for:

- Pre-tapped nut members
- Conductive coatings on the nut member
- Locking features in the nut member
- Paint clearing features
- Anti-Cross threading features
- Special washer assemblies



TAPTITE® fasteners provide excellent grounding characteristics and Cost Savings



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TAPTITE® PRO™ & POWERLOK® II

Testing in Progress

- Testing procedure per SAE/USCAR 26
- Threaded and non-threaded steel nut members, e-coated, provided by ACT Test Panels
- Testing being performed by Element labs
- M8 X 1.25 Hex Flange Head TAPTITE® PRO™ and POWERLOK® II screws, Zinc Nickel finish

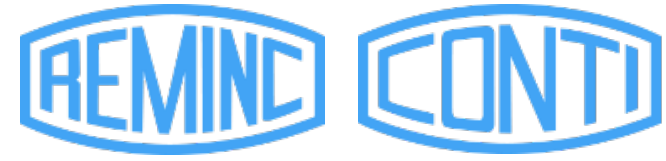


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REMFORM® II™

Fasteners

The fastener for today's plastics



Product Development Update

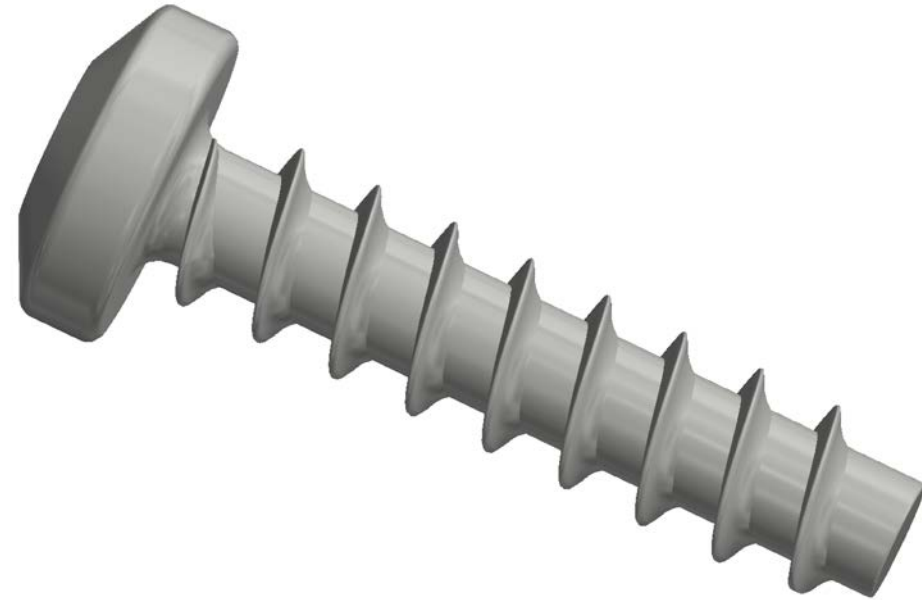


REMFORM® II™ Fasteners

For today's plastics

DESIGN GOALS

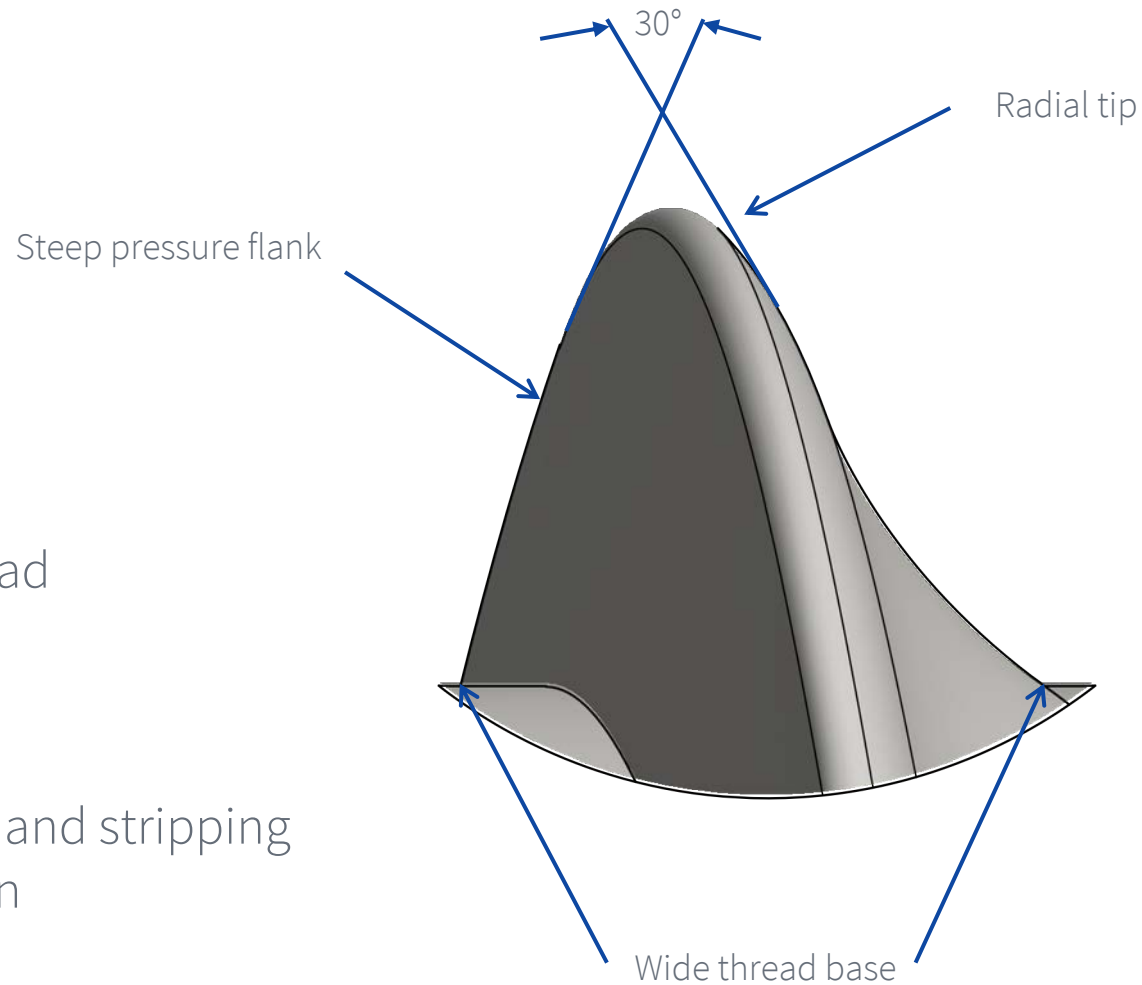
- Low radial hoop stress
- Increased strip resistance
- Easy manufacturing
- High torsional strength



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REMFORM® II™ Fasteners

Unique Radius Flank™



ATTRIBUTE

- Unique Radius Flank™ thread

ADVANTAGES

- Low radial hoop stress
- Good resistance to pullout and stripping
- Efficient tension production
- Ease of manufacturing



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REMFORM® II™ Fasteners

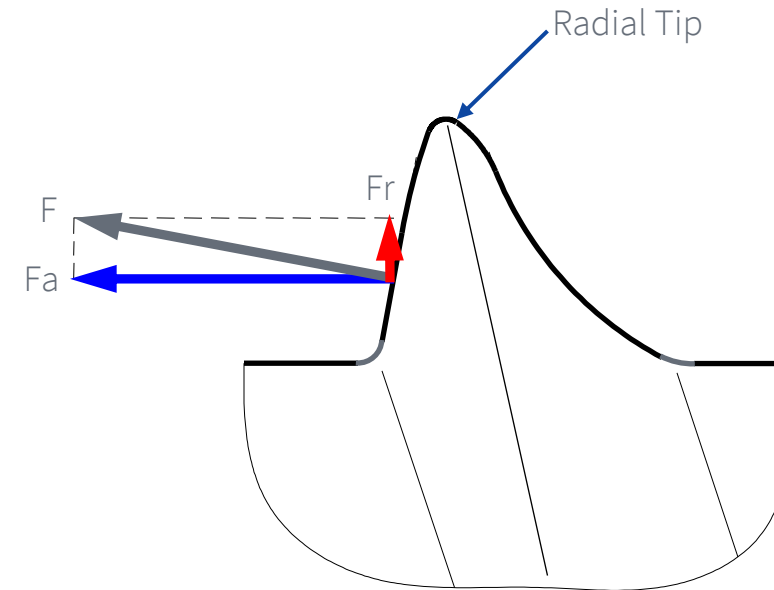
Performance by design

ATTRIBUTES

- Steep pressure flank
- Radial tip

ADVANTAGES

- Axial force, F_a , is more than 4.5 times greater than the radial force, F_r
- Tightening force, F , in mostly axial direction
- Elimination of sharp edges
- Reduced risk of boss bursting
- Increased resistance to axial pullout



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REMFORM® II™ Fasteners

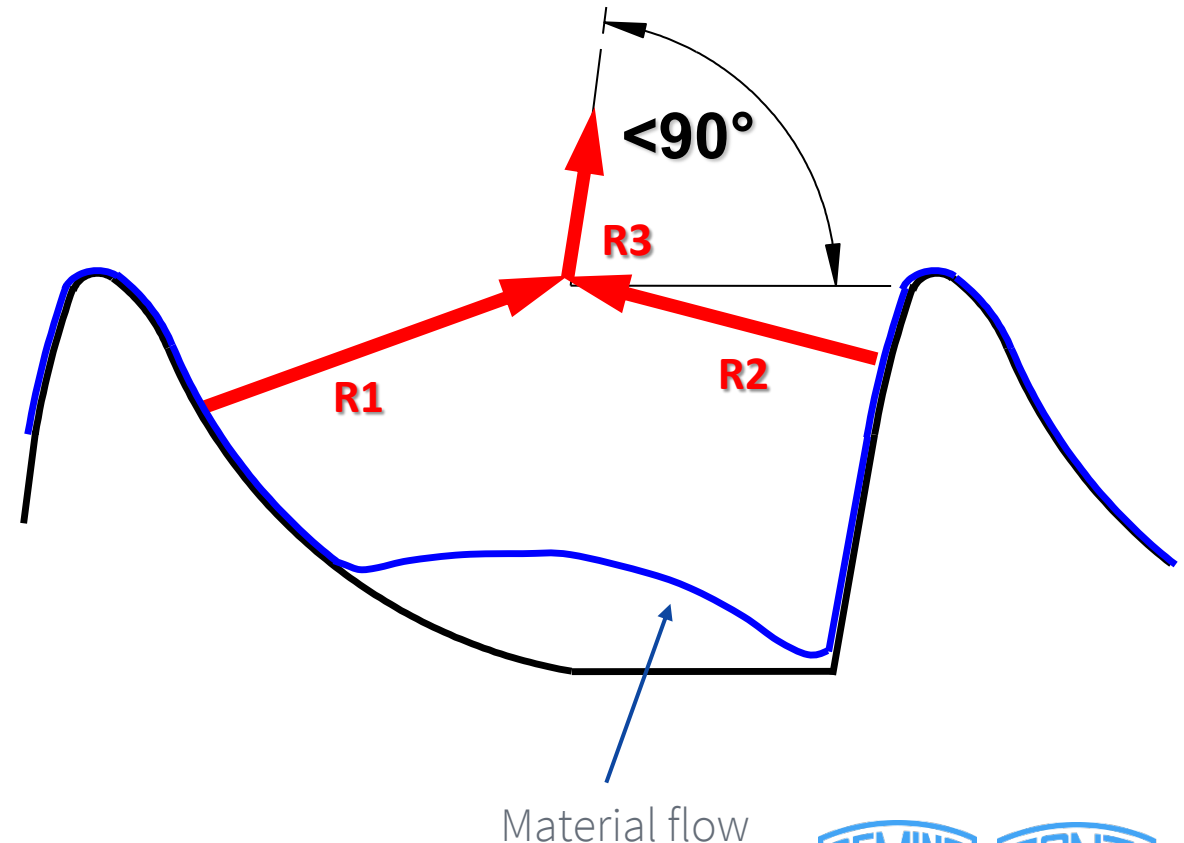
Performance by design

ATTRIBUTE

- Wide thread spacing
- Unique Radius Flank™ design

ADVANTAGES

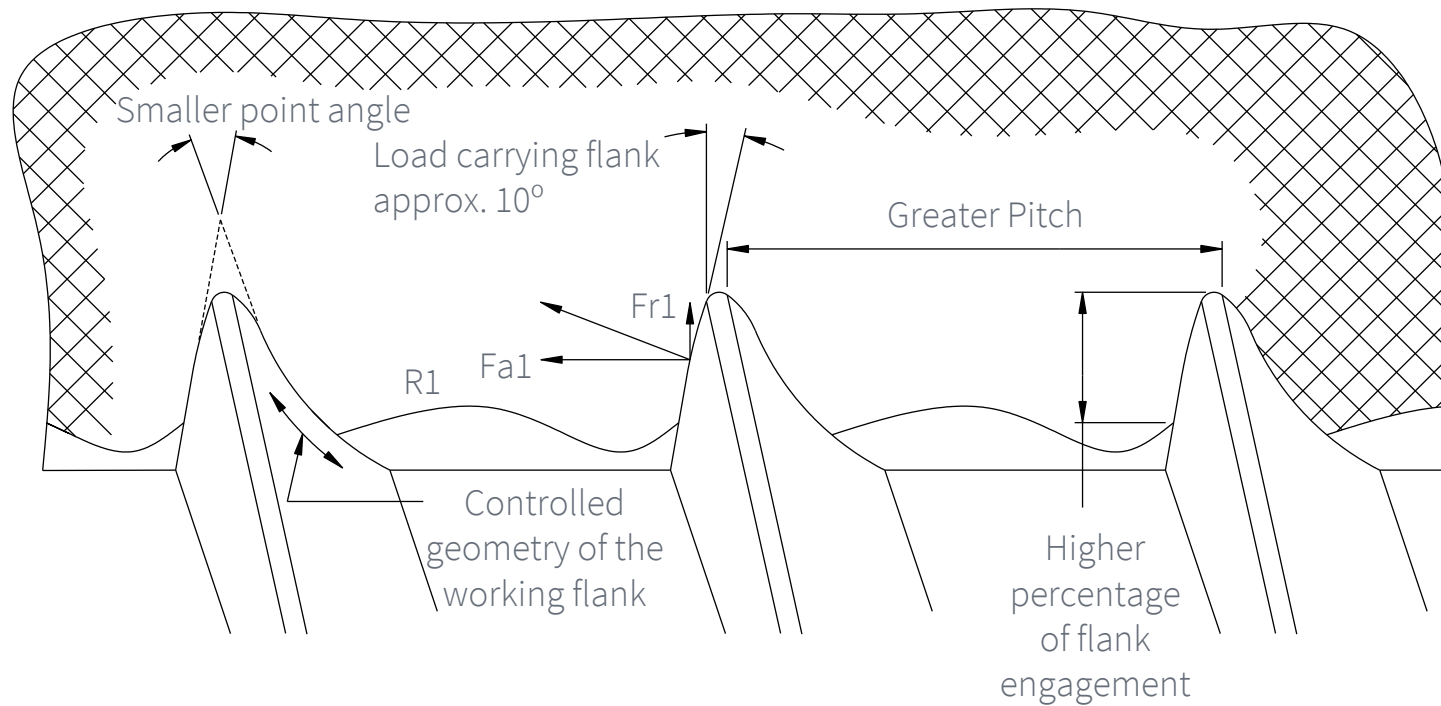
- Reduced resultant force is less than 90° off axis
- Further reduced radial hoop stress
- Less risk of boss bursting
- Increased material movement to the pressure flank



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REMFORM® II™ Fasteners

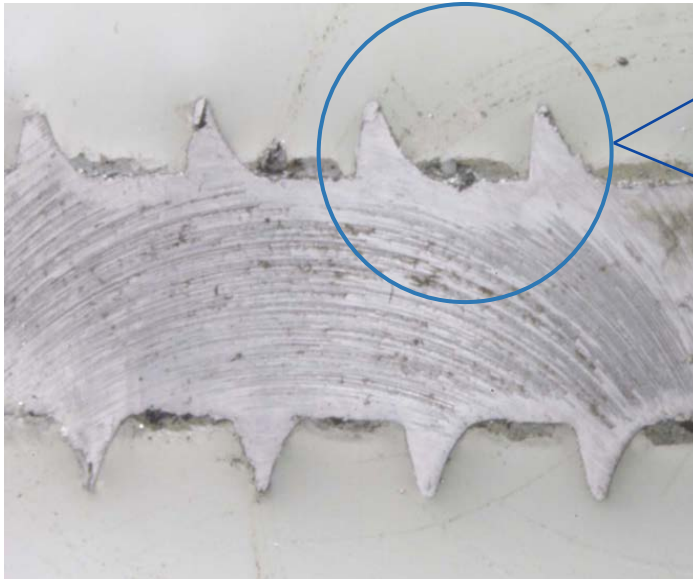
Performance by design



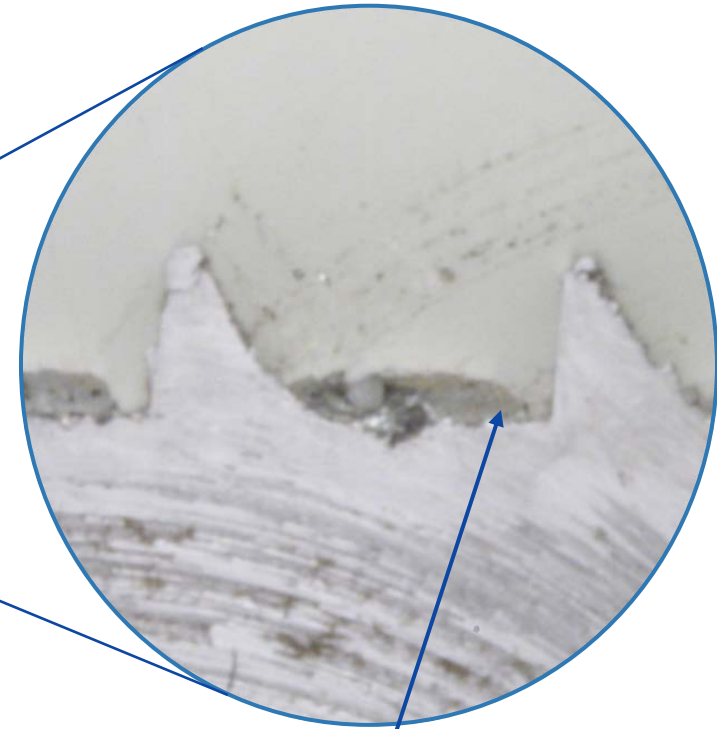
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REMFORM® II™ Fasteners

Performance by design



REMFORM® II™ fastener in Nylon



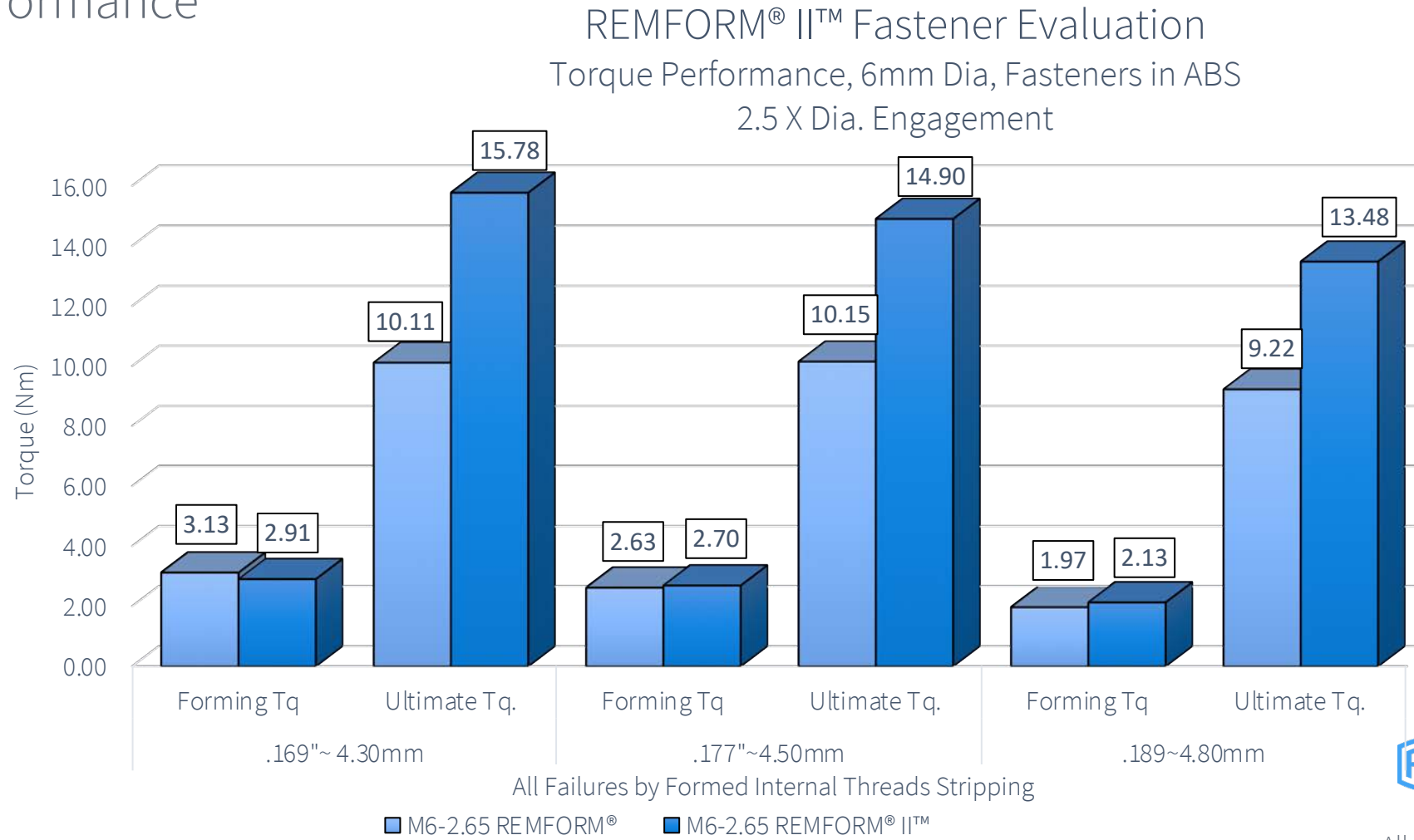
Material movement
to the pressure flank



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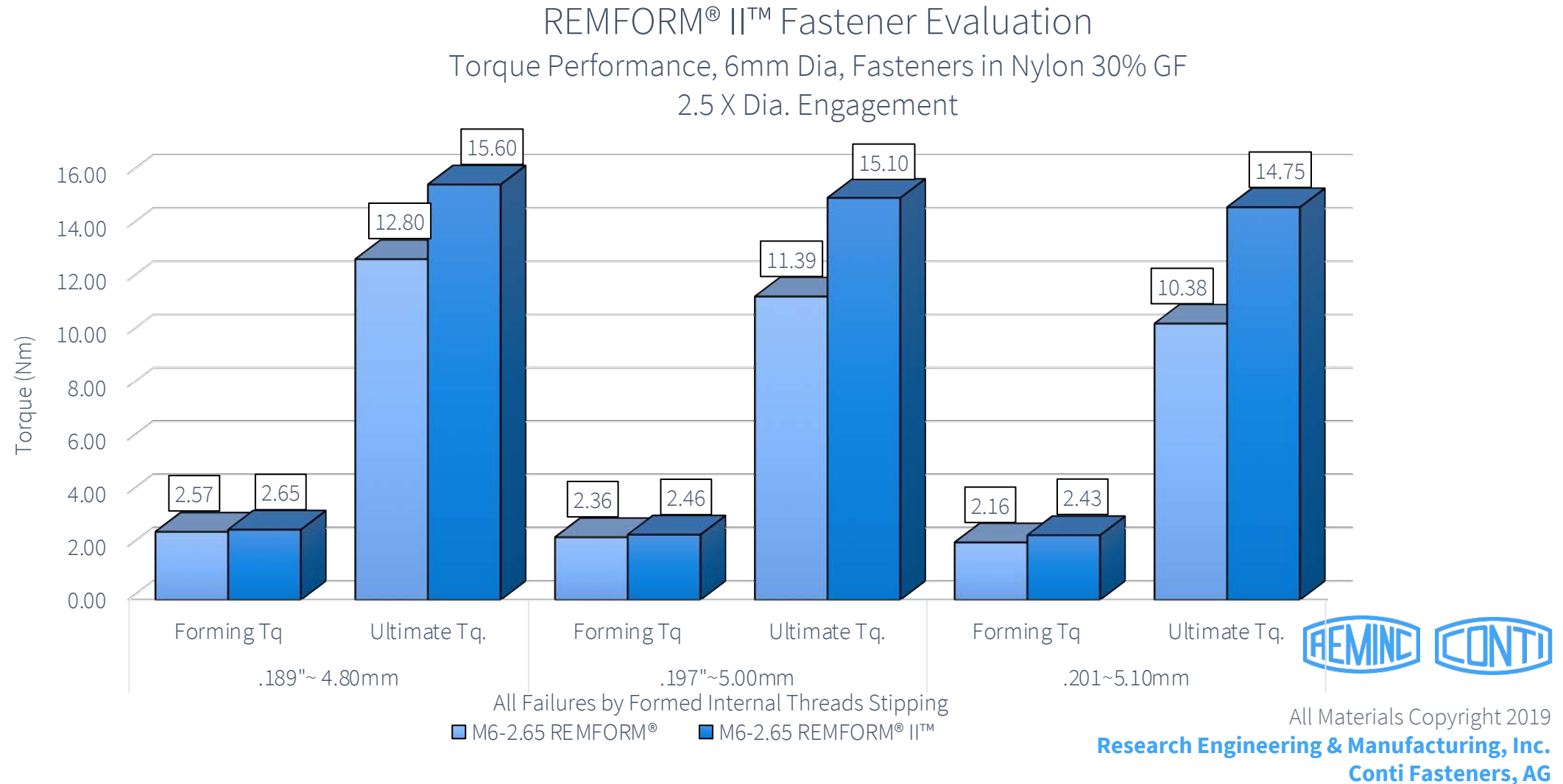
REMFORM® II™ Fasteners

Performance



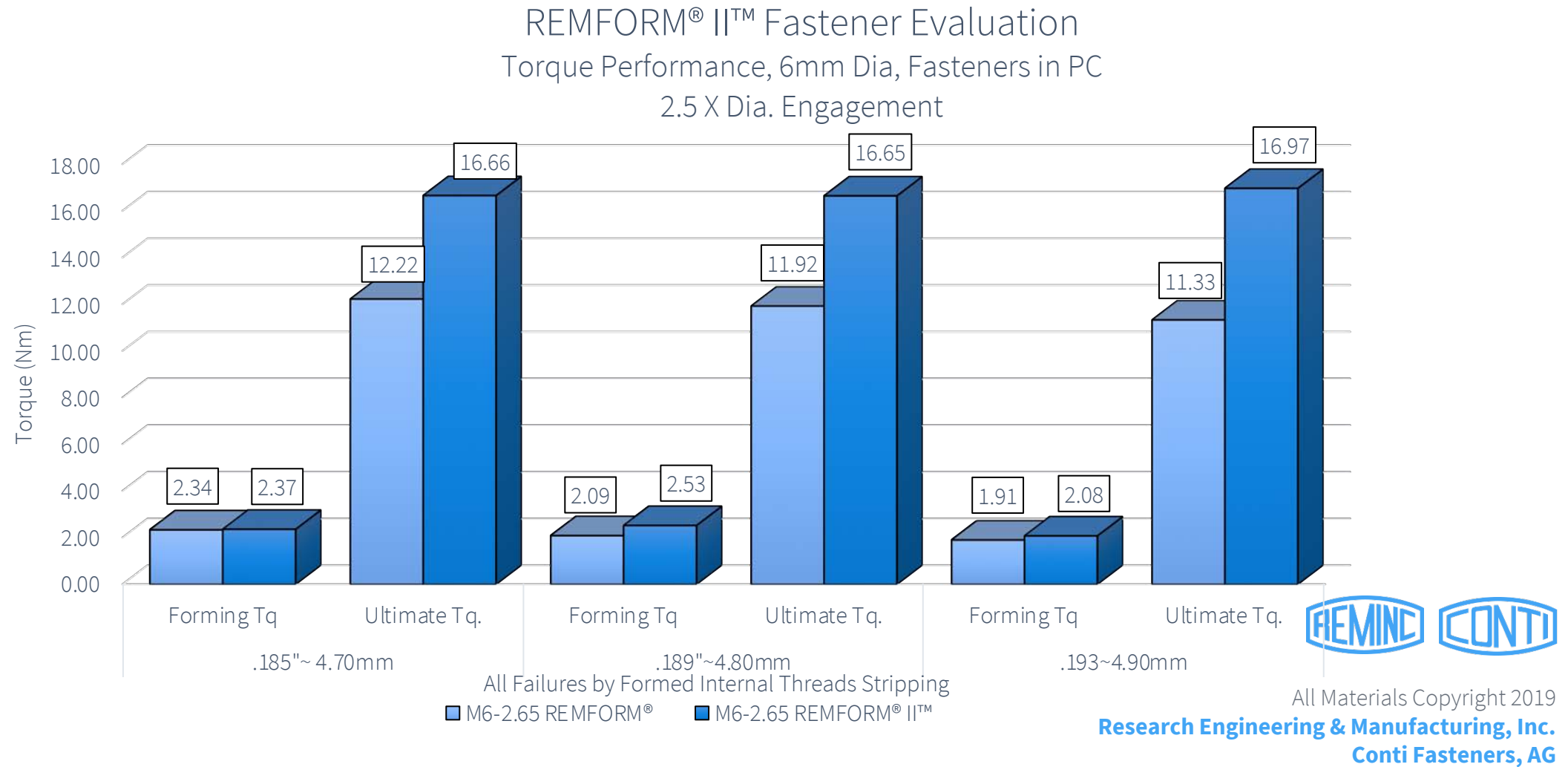
REMFORM® II™ Fasteners

Performance



REMFORM® II™ Fasteners

Performance



REMFORM® II™ HS

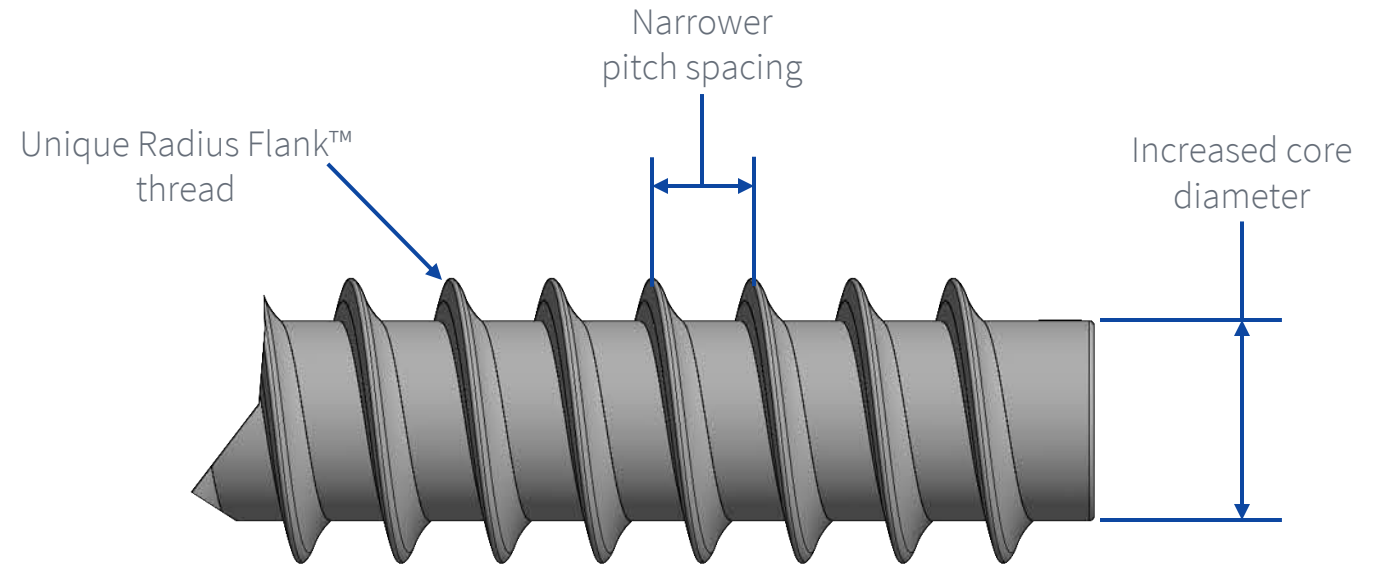
High Strength

FEATURES

- Unique Radius Flank™ thread
- Narrower thread spacing
- Increased core diameter

BENEFITS

- High torsional strength
- Low radial hoop stress
- Good resistance to pullout and stripping
- Efficient tension production
- Ease of manufacturing
- Direct replacement for Delta PT®

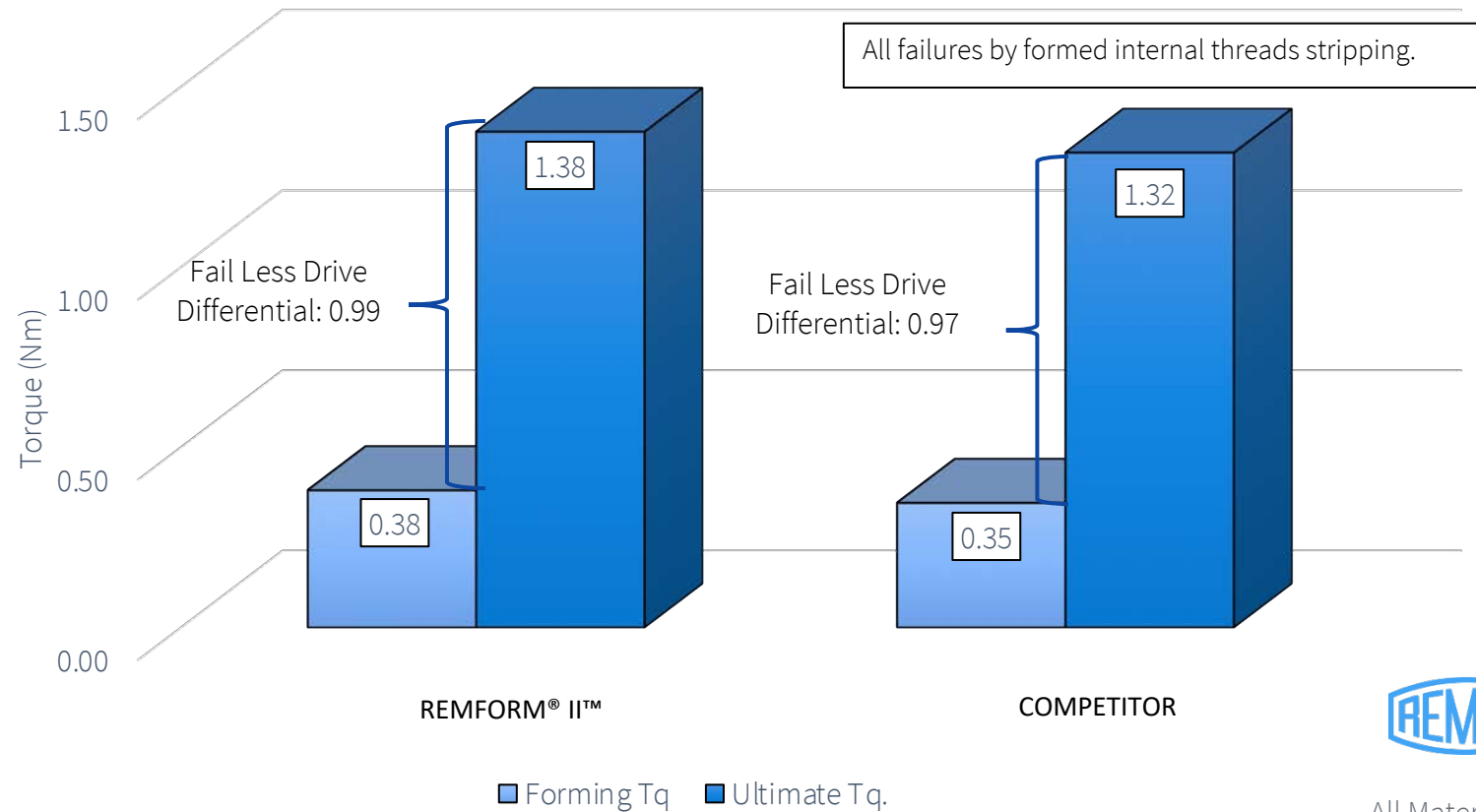


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REMFORM® II™ HS

Competitive Performance

REMFORM® II™ "HS" vs. COMPETITOR Screw Evaluation 3mm Dia., Torque Performance in ABS 2.5 X Dia. Engagement



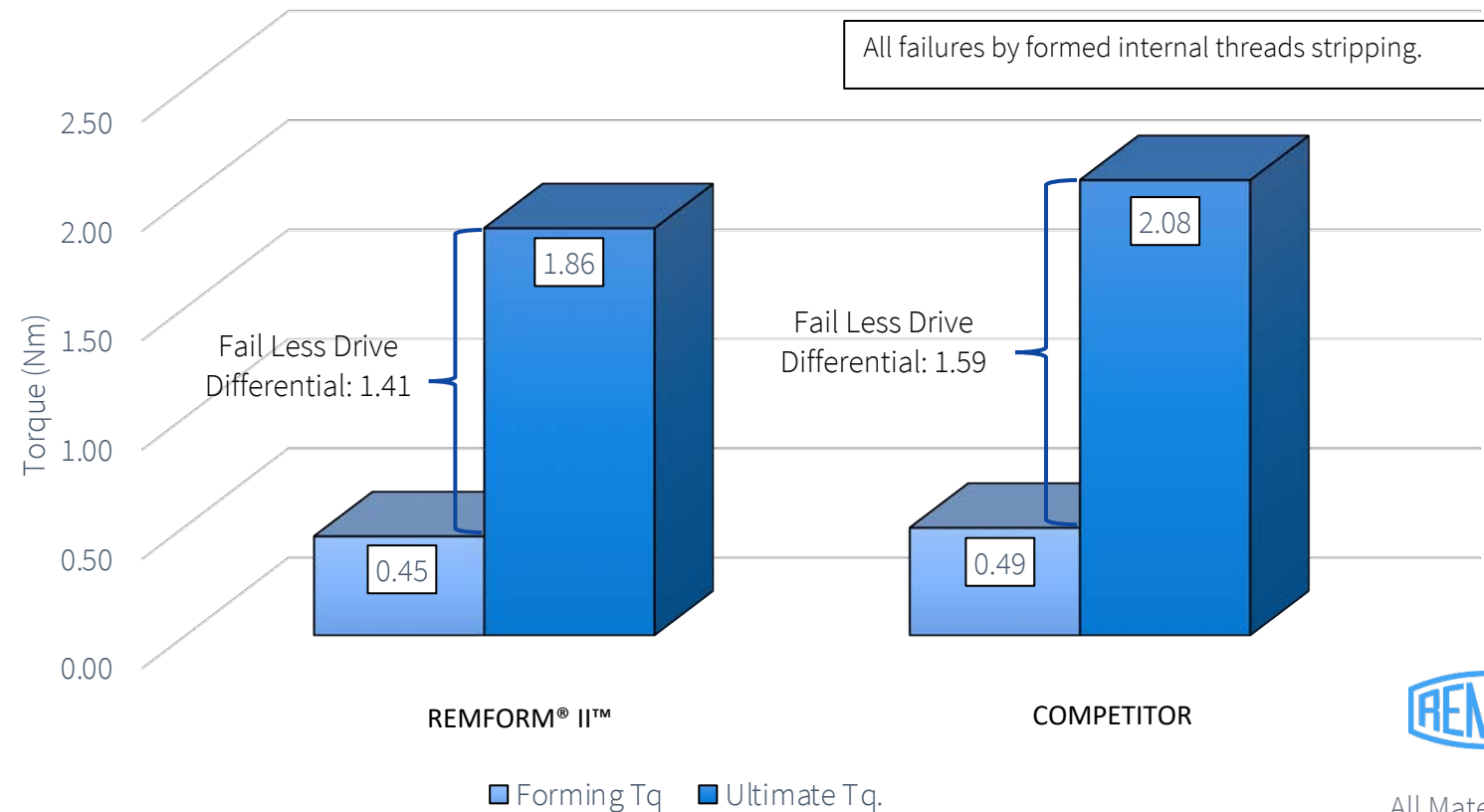
REMFORM® II™ HS

Competitive Performance

REMFORM® II™ "HS" vs. COMPETITOR Screw Evaluation

3mm Dia., Torque Performance in Nylon 30% GF

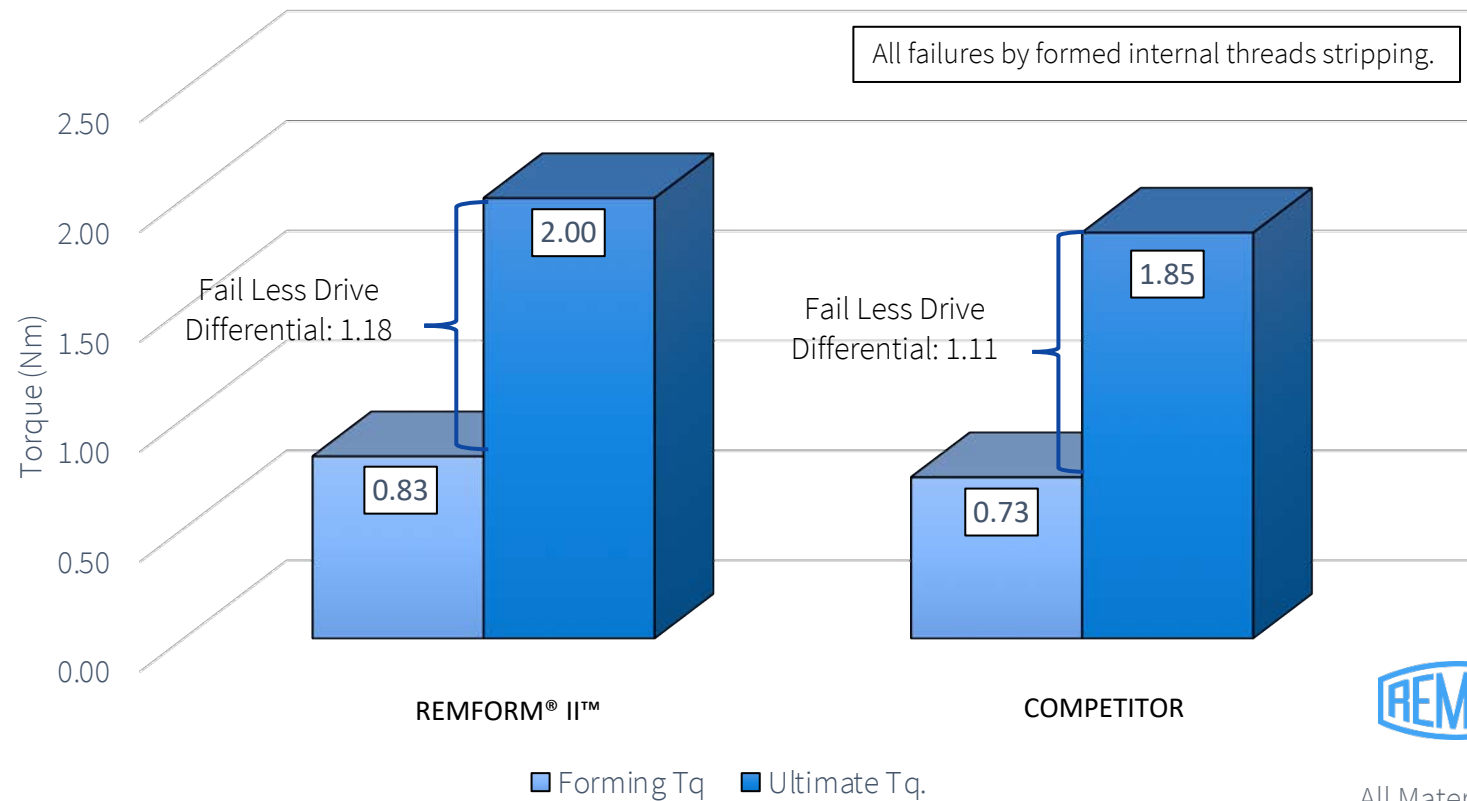
2.5 X Dia. Engagement



REMFORM® II™ HS

Competitive Performance

REMFORM® II™ "HS" vs. Competitor Screw Evaluation 3mm Dia., Torque Performance in Polycarbonate 2.5 X Dia. Engagement



REMFORM® II™ HS

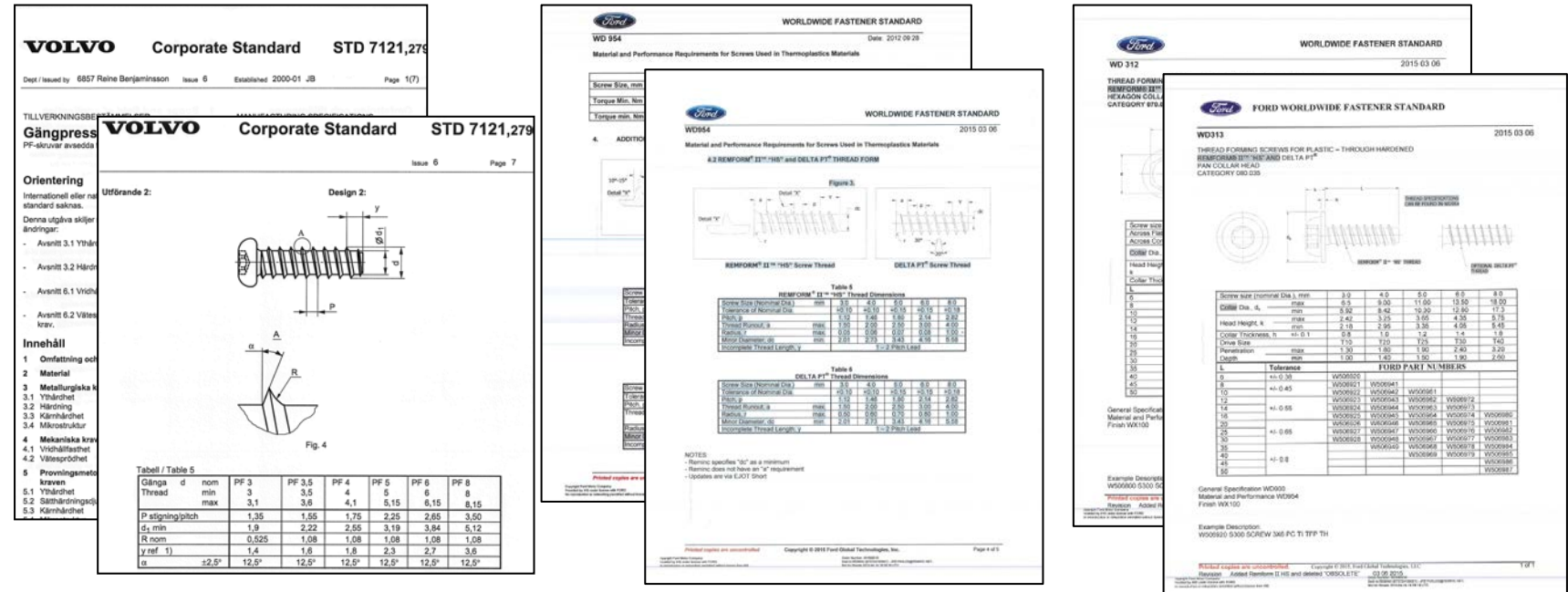
Competitive
Performance

ATTRIBUTE

- OEM Adoption
- Competitive product

ADVANTAGES

- Competitive market participation
- Potential for increased market share



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REMFORM® II™ F

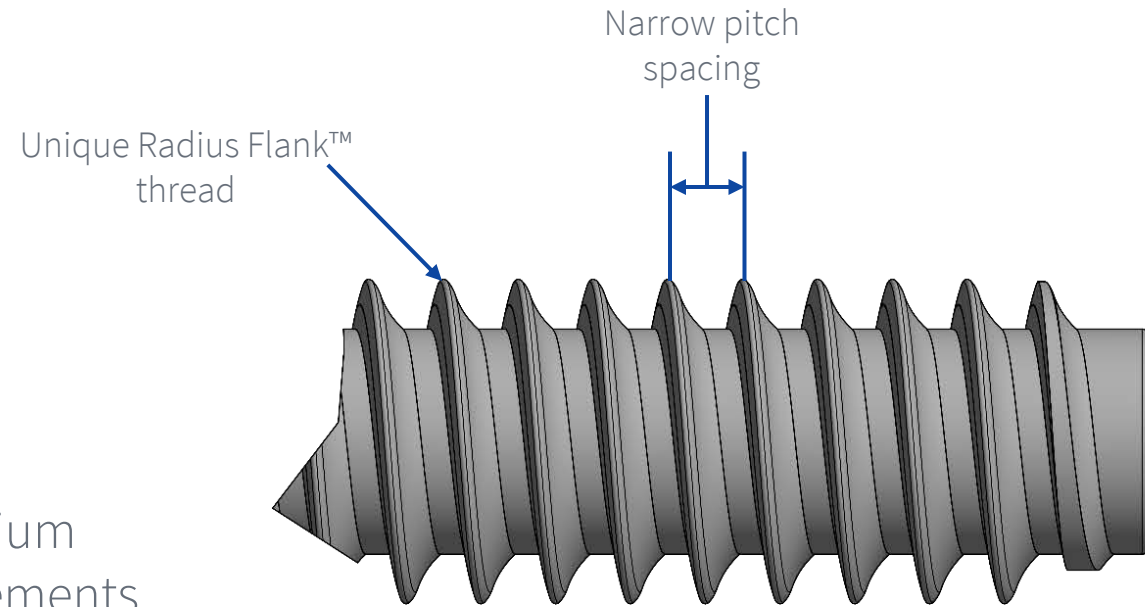
Fine Pitch

FEATURES

- Unique Radius Flank™ thread
- Narrow thread spacing

BENEFITS

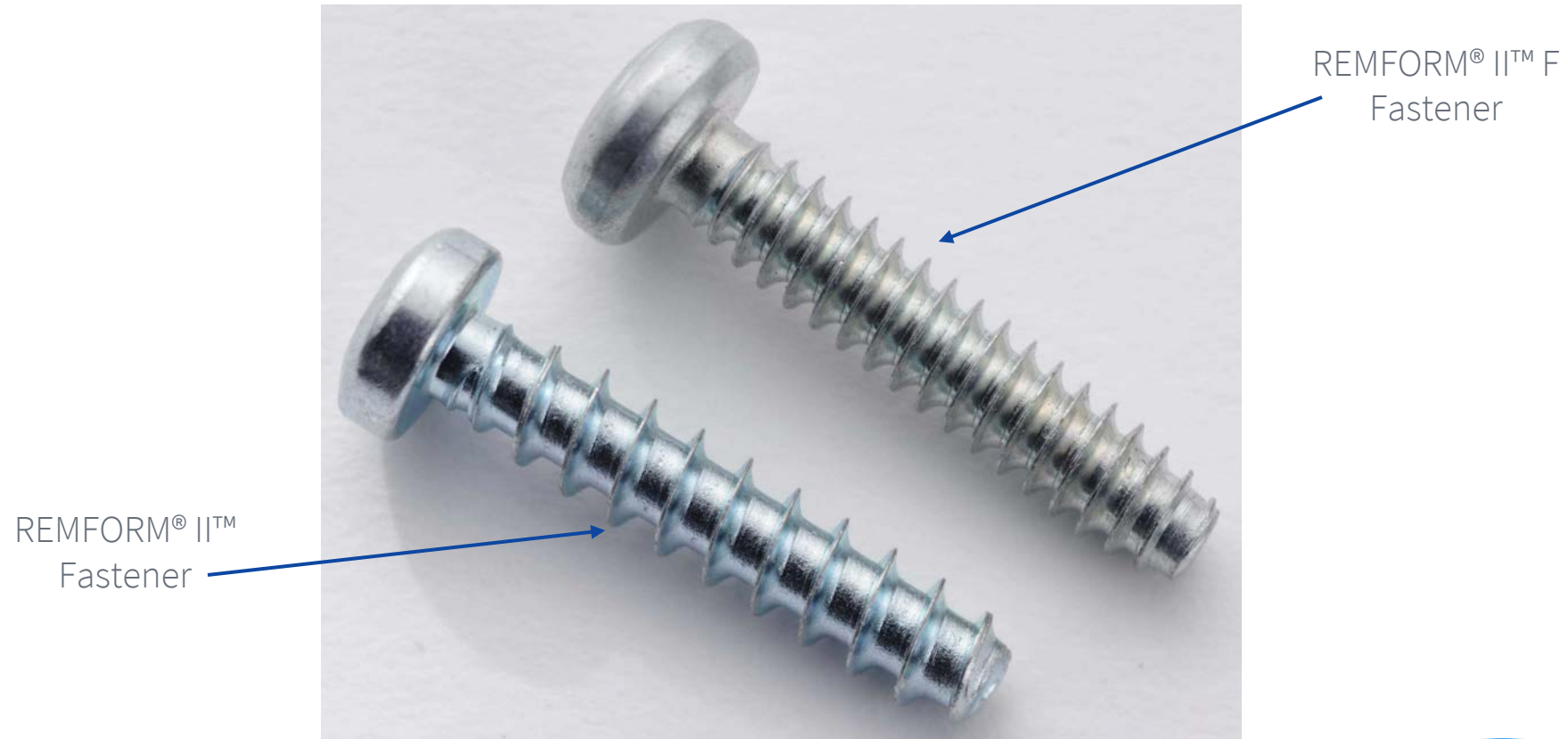
- Effective in Aluminum and Magnesium
- Good performance in short engagements in plastic
- Low radial hoop stress
- Good resistance to pullout and stripping
- Efficient tension production
- Ease of manufacturing



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REMFORM® II™ F

Pitch Comparison



REMFORM® II™ F

Aluminum Extrusions

USAGE

- Aluminum c-channel extrusions

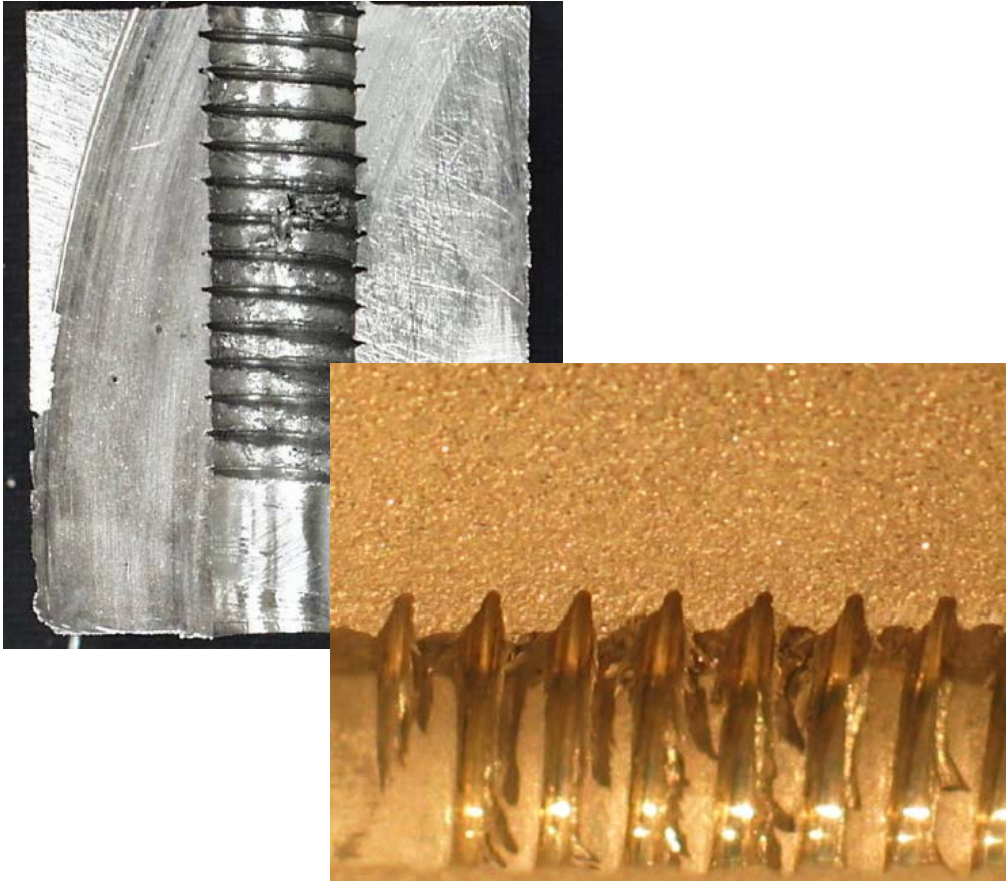
ADVANTAGES

- Lower required depth of engagement
- Reduced risk of stripping



REMFORM® II™ F

Magnesium



USAGE

- Magnesium castings (in small sizes)

ADVANTAGES

- Creates well defined internal thread
- Reduced risk of stripping
- Low hoop stress reduces risk of cracked bosses



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Brand Protection

TAPTITE® PRO™, TAPTITE 2000®, TYPE TT 2K®, TAPTITE 2K®,
TYPE TT 2000®, TAPTITE®, TAPTITE II®,
TYPE-TT®, DUO-TAPTITE®, CORFLEX®, TRILOBULAR™



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Albisstrasse 15, CH-6340
Baar, Switzerland



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Product R&D Update

Product Innovation Activities

October 21, 2019

Ed Hebert
REMINC Research & Development



R&D: Product Innovation

Delivering product ideas to sustain and grow business.



Survey • Sustain • Disrupt

R&D: Product Innovation

Active strategy to sustain and grow business



Survey

Evaluate emerging tech, anticipate industry trends, target unmet needs.

R&D: Product Innovation



Delivering product ideas to sustain and grow business.

Survey

Evaluate emerging tech, anticipate industry trends, target unmet needs.

Sustain

Maintain competitive edge in near-term with incremental innovation.

R&D: Product Innovation



Delivering product ideas to sustain and grow business.

Survey

Evaluate emerging tech, anticipate industry trends, target unmet needs.

Sustain

Maintain competitive edge in near-term with incremental innovation.

Disrupt

Fuel new business growth through breakthrough product innovation.

Advancing New Ideas

R&D delivers product ideas that maintain steady product improvement.



Sustain

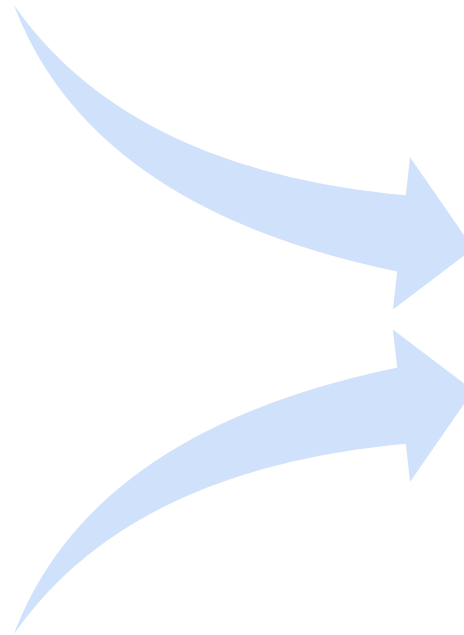
Sustaining IP

Incrementally improving the current state of the art.



Sustaining IP

Incrementally improving the current state of the art.

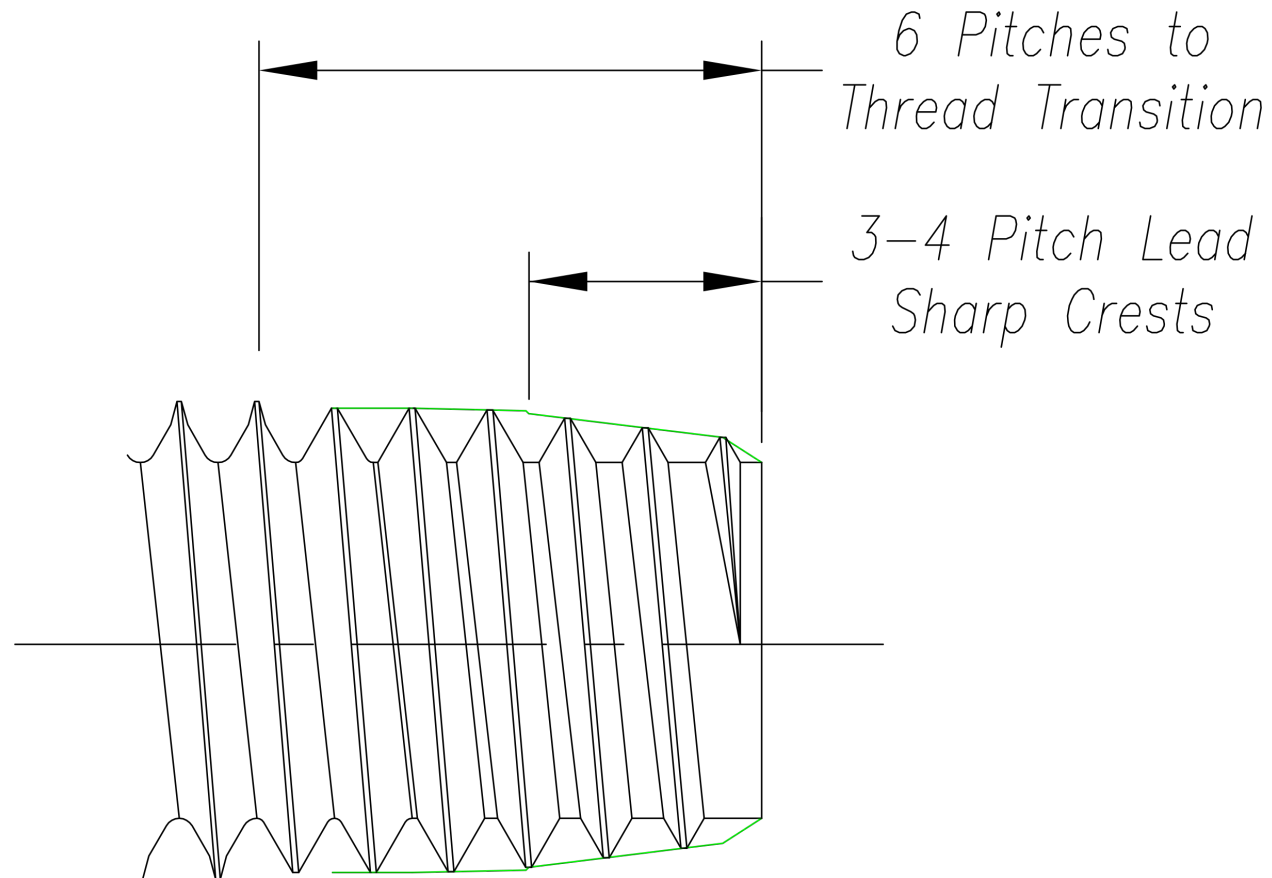


**Thread Forming
AND
Thread Locking
Fastener**

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Thread Transition

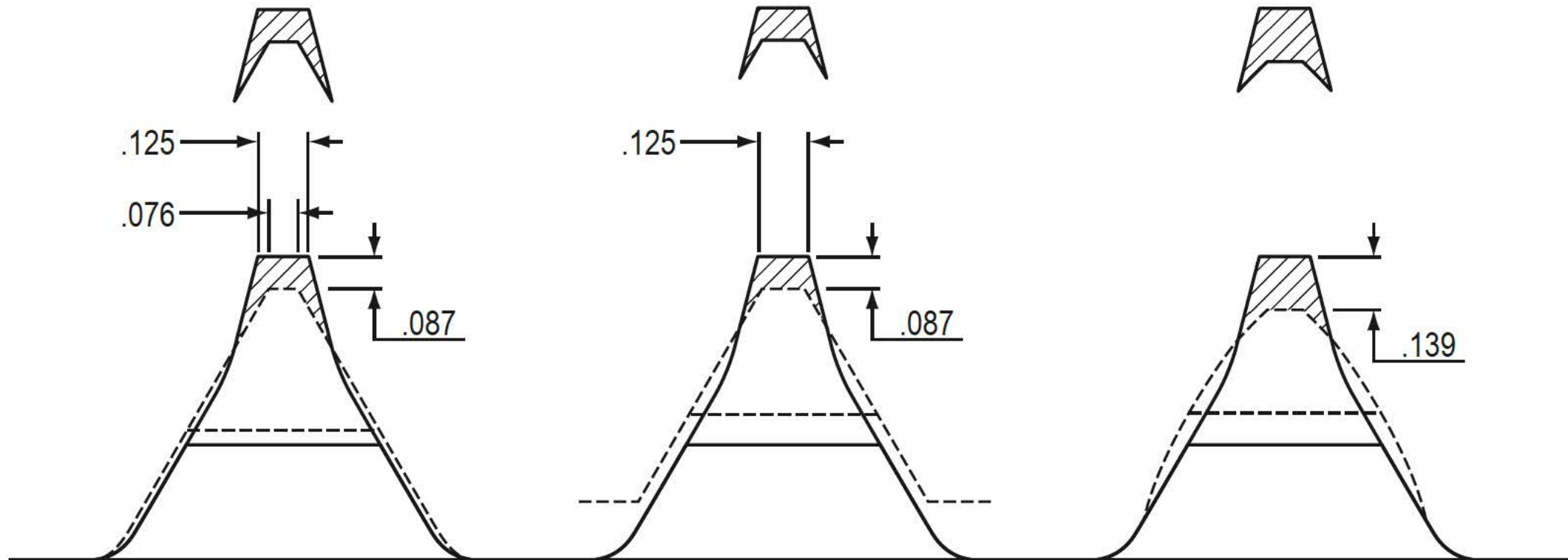
Detail view



Thread Interference



Customize locking behavior as needed (minimum to maximum)



Thread Forming, Thread Locking Fastener



Product Features

Thread forming tip – Thread profile of tip threads inspired by TAPTITE® family of fasteners. First several threads will leverage this profile, allowing stabilizing threads and/or induction hardening of tip as needed.

Transition from thread forming to locking thread profile - Once threads are formed, the fastener's thread profile becomes thread locking in design.

Consistent nut diameter, consistent locking action- The fastener sizes its own nut member at formation, hence nut dimensions are accurately known. Thread penetration is more accurate, and wcrew can be optimized to suit application (**minimum locking** and/or **maximum locking** variants?)

Consistent thread volume- Design will aim to use a single-diameter blank with constant thread volume through the screw, for cost-effective ease of manufacture.

Advancing New Ideas

R&D delivers product ideas that open new markets.



Disrupt

Advancing New Ideas

Deliver products that open new markets



Disrupt

“Disruptive innovation sometimes sacrifices performance along dimensions important to current customers, and instead offers a very different package of attributes not (yet) valued by those customers.”

“Established companies typically see it as unattractive. New technology gets ignored in favor of what’s currently popular with the best customers.”

“Disruptive Technologies – Catching the Wave”

Harvard Business Review Jan/Feb 2015

Advancing New Ideas

Deliver products that open new markets

Disrupt

“Disruptive innovation sometimes sacrifices performance along dimensions important to current customers, and instead offers a very different package of attributes not (yet) valued by those customers.”

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“Disruptive Technologies – Catching the Wave”
Harvard Business Review Jan/Feb 1995

Lightweight Fastener Concepts



Several prototypes in progress

Strategically significant – A successful disruptive design would be of immediate interest and significance. Relevant to EV and ICE auto, aerospace, sporting goods, etc.

Active IP category – Competitive patent activity in this space for many years, and continues to this day. Nothing yet found in prior art similar to our concepts.

Leveraging emerging technology – New manufacturing technologies are rapidly evolving that enable new design considerations.

Identify proper target niche(s) – Research appropriate applications with maximum market impact.

CFRP / Aluminum Interfaces



Developing solutions for composite manufacture

Galvanic isolation – Carbon fiber is electrically conductive, and creates an extremely corrosive environment. Exploring ways to isolate and protect these interfaces

Difficult to fasten – CFRP assemblies typically require adhesives (+ time, heat, etc). Evaluating mechanical fastening strategies for composites to offset/eliminate resin.

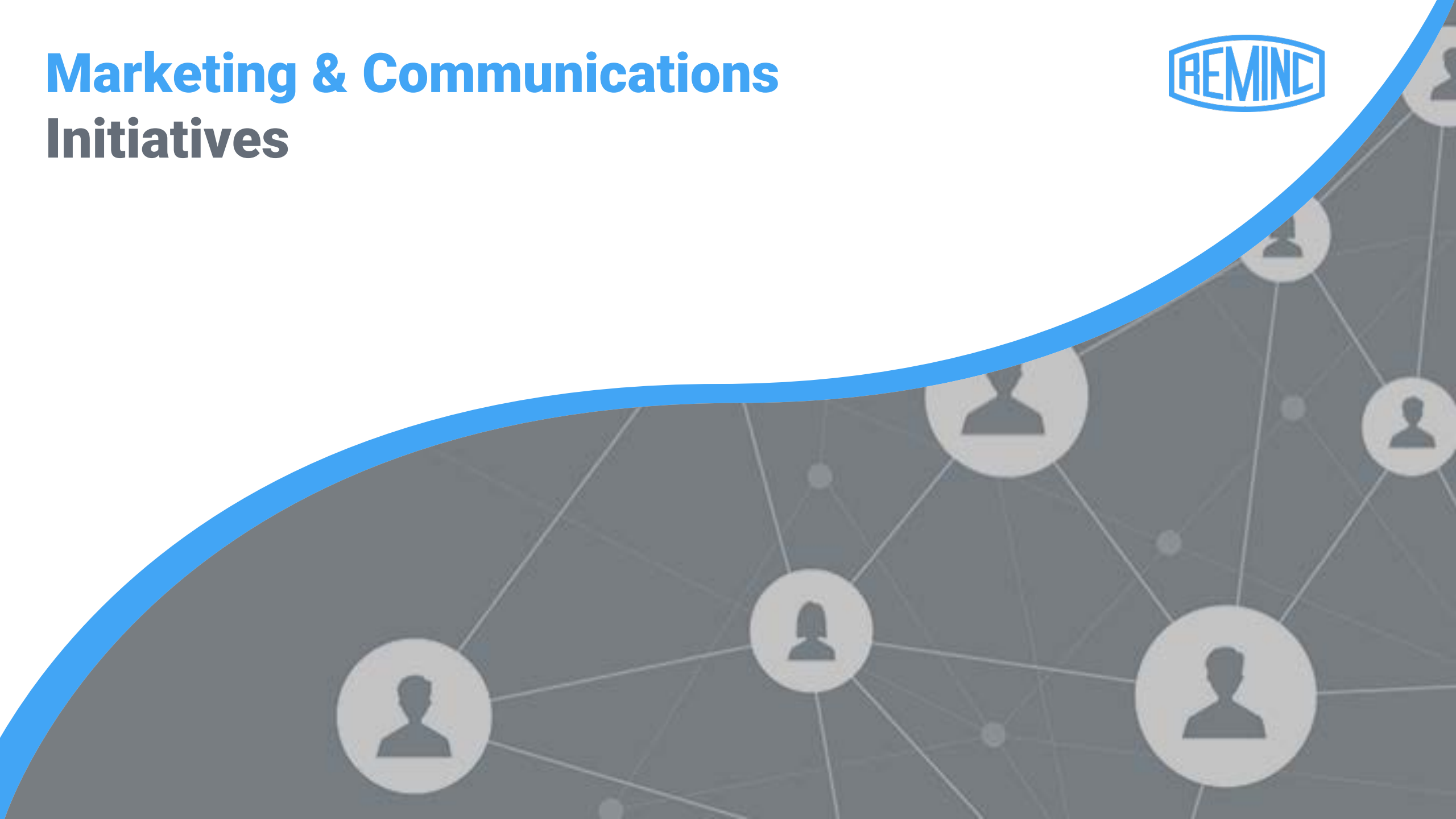
New Markets? REMINC is working on prototypes with influential design partners in the marine industry, military, and the Rhode Island Composites Alliance

Identify proper target niche(s) – Research appropriate applications with maximum market impact.



See you in 2020!

Marketing & Communications Initiatives



Communications & Branding Goals

Enhancing Engagement, Effectiveness & Perception



Speak - Improve dialog with licensees and end-users – more frequent, more platforms, more personal

Smart – Reinforce our relevancy and expertise – current and comfortable with technology

Serve – Provide more value to our licensees through easier access to relevant information

Save – Use affordable ways to send rapid and trackable communications whenever needed

Strengthen – Maintain the REMINC brand image as influential, innovative, and iconic

Communications & Branding Initiatives



New changes in 2019

English-speaking Website Tour & review

Localized Websites Preview of translations workflow

Licensee Web Resources – taptite.com & digify.com

Improved Hole Calculator Tour

Intranet Internal communications, content, culture, and collaboration hub website

Newsletters – Electronic and print

E-Invitations – New outreach strategy

Presentation Format – (You're looking at it!)

Social Media – improving **LinkedIn** and **YouTube**, retiring **Facebook**

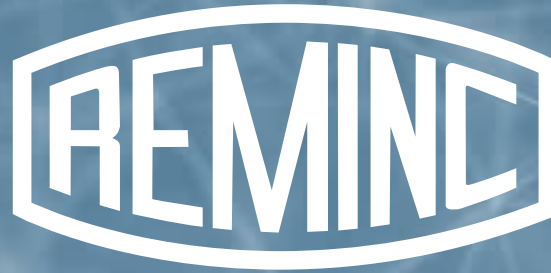
Brochures – New formats, different sizes / uses

Communications & Branding Tour



A few of the highlights...

- **English-speaking Website** [take the tour](#)
- **Localized Websites** [preview](#)
- **Licensee Web Resources** – [taptite.com](#) & [digify.com](#)
- **Improved Hole Calculator** [Tour](#)
- **E-Newsletters** – [Electronic format](#)
- **E-Invitations** – [personalized](#) and “[flyers](#)”
- **Social Media** – [LinkedIn](#) and [YouTube](#)



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