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April 2022

COMPANY LOGO AS BEARING STRUCTURE

Axel Unger

Bertrandt Ingenieurbüro GmbH

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Recommended Citation

Unger, Axel, "COMPANY LOGO AS BEARING STRUCTURE", Technical Disclosure Commons, (April 27, 2022)

https://www.tdcommons.org/dpubs_series/5104



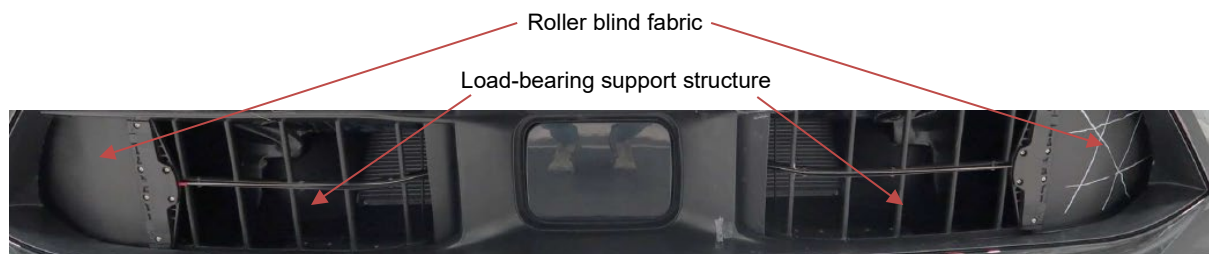
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COMPANY LOGO AS BEARING STRUCTURE

Initial situation:

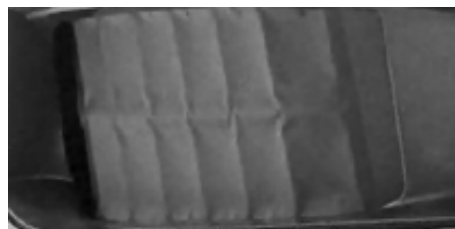
A radiator blind close to the outer skin is to be developed as a roller blind. Due to the position close to the outer skin, load-bearing structures are in the visible area (open blind). In addition, it has been shown that at higher driving speeds the fabric clings strongly to the structural parts and these become visible to the outside.



Roller blind in approx. 60% open position when stationary without wind



Roller blind in 100% closed position at 50km/h



Roller blind in 100% closed position at 200km/h

From approx. 50km/h onwards clear marking of the structure.

Solution:

By executing the support structure as a company logo (e.g. Audi rings), one could generate a feature that can be experienced by the customer. This would be visible both when the blind is open and under wind load.

If necessary, this could even be further individualised through equipment lines (further technical evaluation necessary).

Technical implementation:

The support structure is part of the frame. This is a plastic injection moulding. A PP-GF30 is conceivable as a material.