



PROFIL® PierceForm® Ball Studs:

Single-Step Installation Delivers 80% Cost Savings and Faster Assembly

OVERVIEW

Customer:
**Global Automotive
Manufacturer**

Application:
Vehicle Liftgate

Solution:
**PROFIL® CS™ Series
PierceForm® Ball Studs**

This customer turned to PROFIL® for an alternative fastening solution that would offer greater efficiency and cost savings for their critical automotive application.



CHALLENGE

Costly, labor-intensive installation process

- Threading a ball stud into the vehicle's liftgate strut bracket
- Multiple part numbers required
- Multi-step installation
- Increased storage for all parts
- Extensive material handling, transport throughout assembly



SOLUTION

**PROFIL® CS™ Series
PierceForm® Ball Stud**

- Mechanically attached ball stud in-die
- Single-step installation offers substantial savings in time, materials, cost
- Installs in almost any part configuration in the same die process that forms part
- Ideal replacement for weld nuts, threaded ball studs, washers, entire welding and assembly operations



RESULTS

80% cost savings per part

- Multiple parts eliminated
- Multi-step installation process eliminated
- Finished part comes right off press and into assembly/install
- No need for part storage, material handling

