

Innovative Nerf Bar Design From Willmore Manufacturing

(Phoenix, Arizona) Willmore Manufacturing introduces its newly designed, stronger-than-ever nerf bar made of 304 polished stainless steel. The improved nerf bar design incorporates a step pad without compromising the strength or integrity of the steel tube.

Normally, in order to accommodate a step pad, either a hole is cut into the tube and the pad inserted over the hole, or an indentation is pressed into the tube and the pad held in place using plastic pins. “We were not satisfied with these methods because both distort the shape and integrity of the tube,” said company president, Jay Willmore.

Working with 3M Automotive Division technical specialists, Willmore developed a new system for attaching step pads that eliminates the need for cuts or indentations in the tube itself. The new step pads are designed to contour around the nerf bar and attach using OEM-approved Acrylic Foam Tape from 3M. “The end result is a stronger, straighter bar,” confirmed Willmore. “And the application using 3M tape has been carefully tested to ensure an extremely reliable bond.”

The new design reduces manufacturing steps, saving time and money for Willmore, and the finished product is of higher value. Customers also benefit from the added flexibility of tape attachment; the absence of a hole or notch in the tube enables customers to place the step pads where they desire.

For more information on Willmore’s new and improved nerf bars, please visit Willmore at the SEMA Show in Booth #32741, or contact:

Willmore Manufacturing, Inc.
3030 North 30th Avenue
Phoenix, Arizona 85017
800-527-9955
www.willmore.com

For information on automotive attachment tapes from 3M, please visit the 3M SEMA Booth #10944, or contact:

3M Automotive Division
800-362-7183
www.3MAutomotiveTape.com

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