

Press Release

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

Kuala Lumpur, March 2023

Page 1 of 5

KRAIBURG TPE Technology
(M) Sdn Bhd
Lot 1839 Jalan KP6 6
Kawasan Perindustrian Balakong
43300 Seri Kembangan, Selangor,
Malaysia

Phone +60 3 9545 6393

Info-asia@kraiburg-tpe.com
www.kraiburg-tpe.com

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

THERMOLAST® K FG/SF/AP, which will be unveiled at CHINAPLAS 2023, is a game changer for innovative automotive interior applications in Asia Pacific

The Asia-Pacific automotive industry, which is a major hub for vehicle manufacturing and accounts for a sizable market share of sales across all vehicle segments, will be at the center of an innovation boom in key industries over the next decade, driven by rising adoption of electric vehicles and connected vehicles, as well as growth in the luxury car segment. As users seek mobility solutions that match their changing mobility habits and lifestyle, the region's automotive industry is set to undergo unprecedented transformation.

As a result, new vehicles with user-centric designs and construction are expected to enter Asia-Pacific markets. Advanced materials such as thermoplastic elastomers (TPEs) widely used for exterior and interior parts will have more functionalities geared toward user comfort and style.

KRAIBURG TPE, a global TPE manufacturer, offers multifunctional TPE solutions for product innovations requiring excellent mechanical properties and ease of processing via the multi-component injection molding process to achieve the best adhesion property. For the Asia Pacific automotive interior market, KRAIBURG TPE introduces its latest THERMOLAST® K FG/SF/AP series featuring surface quality design advantages and solutions.

Media Contact

Asia Pacific
Bridget Ngang
Marketing Manager Asia Pacific
Phone: +603 9545 6301
bridget.ngang@kraiburg-tpe.com

Europe, Middle East, Africa
Juliane Schmidhuber
PR & Communications Manager
Phone : +49 8638 9810 568
juliane.schmidhuber@kraiburg-tpe.com

Press Release

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

Kuala Lumpur, March 2023

Page 2 of 5

Project Manager of KRAIBURG TPE, Marcus Cheah, says, "TPE with low viscosity capabilities expands the possibilities for plastic part design. They shorten the process cycle time and open up a larger processing window in injection molding for large surfaces and thin parts. Our TPE solutions with low odor and emission meet the stringent OEM requirements for automotive applications."

Enabling ease in processing without compromising quality

Consisting of hardness range between 60 – 80 shore A, the THERMOLAST® K FG/SF/AP series produces even surfaces with two component injection molding. The series has superior flow properties which makes the compound easy to be process. It offers good adhesion with PP, low density, comply with the low odor and emission requirements for automotive interiors. Also, the series featured good surface mapping as well as temperature stability up to 100°C.

Providing design advantage to a range of applications

The THERMOLAST® K FG/SF/AP series satisfies the demand for sophisticated automotive aesthetic appeal. The series offers refined hard-soft composite components with a high level of surface appearance and quality. The THERMOLAST® K FG/SF/AP series, available in black, is an ideal material solution for automotive interiors applications such as handle and covers, mats, door sills, glove box, sealing, soft touch surfaces, and more.

THERMOLAST® K FG/SF/AP at the CHINAPLAS 2023

KRAIBURG TPE will launch the new THERMOLAST® K FG/SF/AP for automotive interior surface solutions for Asia Pacific at Booth no. P73 at CHINAPLAS 2023, which will take place from the 17th to the 20th of April at the Shenzhen World Exhibition & Convention Center in Shenzhen, PR China.

Press Release

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

Kuala Lumpur, March 2023

Page 3 of 5

KRAIBURG TPE will be a key participant in CHINAPLAS 2023's TECHTALK forum on the topic of New KRAIBURG TPE Automotive TPE for Interior Surface Applications on 18 April 2023 at Hall 16.

Sustainability successes of our TPE

Besides the materials for automotive interior surface applications, KRAIBURG TPE's recent sustainability innovations include a specially developed material solution for consumer, and industry applications comprising post-consumer recycled (PCR) and post-industrial recycled (PIR) content.

Are you looking for a sustainable TPE solution? [Talk to us!](#)

Our experts are happy to answer any questions you have, as well as to offer the right solution for your application.



(Photo: © 2023 KRAIBURG TPE)

For high-resolution photography, please contact Bridget Ngang (bridget.ngang@kraiburg-tpe.com , +6 03 9545 6301).

Press Release

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

Kuala Lumpur, March 2023

Page 4 of 5

Information for members of the press:



[download high-resolution images](#)



[latest news on KRAIBURG TPE](#)

Let's connect on Social Media:



Follow us on WeChat



KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of custom thermoplastic elastomers. KRAIBURG TPE was founded in 2001 as an independent business unit of the KRAIBURG Group and is now the industry's competence leader in the field of TPE compounds. The company's goal is to provide safe, reliable and sustainable products for customer applications. With more than 680 employees worldwide and production sites in Germany, the USA and Malaysia, the company offers a large product portfolio for applications in the automotive, industrial and consumer goods industries, as well as for the strictly regulated medical sector. The established THERMOLAST®, COPEC®, HIPEX® and For Tec E® product lines are processed by injection molding or extrusion and offer manufacturers numerous advantages not only in processing but also in product design. KRAIBURG TPE is characterized by its innovative strength, global customer orientation, customized product solutions and

Press Release

KRAIBURG TPE to Launch New Automotive Interior Surface TPE Solutions for the Asia Pacific Market

Kuala Lumpur, March 2023

Page 5 of 5

reliable service. The company is ISO 50001 certified at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all its sites worldwide.