

## Press Release

**KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at T-PLAS 2023**

Kuala Lumpur, August 2023

Page 1 of 5

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### **KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at T-PLAS 2023**

KRAIBURG TPE has launched its new sustainable TPEs comprising of up to 48% PCR and 50% PIR recycled content. Together with its latest automotive TPE solutions, the company is set to impress in the T-PLAS 2023 Exhibition from 20 until 23 September at Hall 102, Booth no. Q15, BITEC Bangkok.

KRAIBURG TPE, a global TPE manufacturer of thermoplastic elastomer products and custom-engineered TPE solutions for a wide range of industries and applications, is set to present its sustainable TPE series and automotive innovative TPE series for the Asia Pacific market at the show.

#### **High demand for more sustainable materials**

More manufacturers are now incorporating sustainable materials into their products to meet increasing consumer demand for sustainable products. These have recycled content, are recyclable, or are produced with renewable materials. In a market saturated with new materials, thermoplastic elastomers (TPE) excel in meeting both the high-performance and sustainability criteria of manufacturers in contributing towards a more circular and sustainable economy.

Additionally, the rapid development of the automotive market has driven higher demand for new innovative materials, specifically in performance and vehicle aesthetics – providing solid support to automotive manufacturers via the latest TPE innovations in this competitive market.

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## Press Release

KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at  
T-PLAS 2023  
Kuala Lumpur, August 2023  
Page 2 of 5

### **New Sustainable TPE for food contact, consumer electronics and industrial applications**

KRAIBURG TPE's latest sustainable TPE series for the Asia Pacific targets the consumer electronics, wearable, consumer, and industry markets. The sustainable TPE series comprise up to 48% post-consumer recycled (PCR) and 50% post-industrial recycled (PIR) contents.

Furthermore, the series feature good adhesion to PP, PC and ABS with non-sticky surface, good mechanical properties, and temperature stability up to 80°C. It also complies with multiple global standards such as FDA raw material compliance, RoHS and REACH SVHC requirements. It is ideal for applications such as electric and electronic components, wearables, functional and design elements, connectors, cable clips, household articles, grip applications, toothbrushes, and more.

### **Innovative TPE for Automotive interior and new sustainable TPE for Automotive exterior market.**

KRAIBURG TPE will showcase its latest Asia Pacific targeted TPE innovations for both interior and exterior automotive applications. The innovative sustainable automotive exterior TPE has a post-consumer recycled content of up to 20%, while the automotive interior TPE delivers good surface appearance and more.

Both TPEs series feature good adhesion to PP, low density, weather resistant, good flowability, controlled level of emission and odor, and more. This innovative automotive TPE series is ideal for applications such as cowl gaskets, window encapsulations, underbody applications, handles, functional and design elements, car mats, seals, grommet and more.

## Press Release

**KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at T-PLAS 2023**  
**Kuala Lumpur, August 2023**  
**Page 3 of 5**

### **TPEs for diverse markets**

KRAIBURG TPE's comprehensive TPE portfolio offers innovative and customized solutions that meet the unique demands and specifications of each market. It provides reliable, high-performance materials to enhance products and experiences for numerous applications such as medical, healthcare, packaging, sports, and so forth.

Their commitment to quality, innovation, and customer satisfaction has established them as a trusted partner in delivering high-performance thermoplastic elastomer for a wide range of applications.

### **KRAIBURG TPE Live-Forum in T-PLAS**

Join our exclusive live forum, designed to help you discover more of our latest Sustainable TPE innovations for Asia Pacific's consumer electronics, wearable, consumer, industry and automotive markets.

Date: 20<sup>th</sup> September 2023

Topic : KRAIBURG TPE : New Sustainable TPE solutions

Time: 3.00 p.m. – 3.30 p.m.

Speaker: Wanwanat Yookachen

Language: Thai

Date: 22<sup>nd</sup> September 2023

Topic : KRAIBURG TPE: Automotive TPE Innovations & Solutions

Time: 11.30 a.m. – 12.00 p.m.

Speaker: Sukantalak Maneerattanasuporn

Language: Thai

### **Visit KRAIBURG TPE at Booth Q15, T-PLAS!**

Meet with KRAIBURG TPE's technical consultants at T-PLAS to discover more about our new Sustainable TPE series and the latest automotive TPE solutions.

## Press Release

KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at  
T-PLAS 2023

Kuala Lumpur, August 2023

Page 4 of 5



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For high-resolution photography, please contact Bridget Ngang  
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**KRAIBURG TPE targets sustainable TPE and innovative Automotive TPE solutions at T-PLAS 2023**  
**Kuala Lumpur, August 2023**  
**Page 5 of 5**



KRAIBURG TPE ([www.kraiburg-tpe.com](http://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 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.