

Press Release

KRAIBURG TPE Elevates the Automotive Thumbwheel with Flexible TPE Solutions

Kuala Lumpur, December 2023

Page 1 of 4

KRAIBURG TPE Technology
(M) Sdn Bhd
Lot 1839 Jalan KPB 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 Elevates the Automotive Thumbwheel with Flexible TPE Solutions

KRAIBURG TPE, a global leader in thermoplastic elastomer (TPE) materials, is making significant developments in the automotive industry for interior design applications. These materials are transforming the way **automotive interiors** <https://www.kraiburg-tpe.com/en/automotive-interior> are designed and manufactured, offering a perfect blend of functionality, and aesthetics.

TPE has become incredibly popular among vehicle designers because of its exceptional qualities and versatility. One of the key applications driving this trend is thumbwheel controls, an integral component of vehicle control panels. KRAIBURG TPE's AD1/AP series' soft touch surface properties provide comfortable user experience, making them the **preferred material solution** <https://www.kraiburg-tpe.com/en/slip-free-convenience-vehicles-cup-holders> for automotive thumbwheel applications.

The material advantages of the are multifaceted. These TPEs exhibit excellent adhesion with polar thermoplastics like ABS, PC, and PC/ABS through multi-component injection molding, enabling flexibility in product designs and ensuring enhanced sealing. Furthermore, they boast **UV resistance**, <https://www.kraiburg-tpe.com/en/kraiburg-tpe-adds-functionality-and-design-vehicle-navigation-devices> maintaining color stability and overall functionality over time.

In addition to these qualities, KRAIBURG TPE's automotive interior TPEs meet stringent industry requirements. They are formulated to resist UV radiation while also adhering to interior OEM specifications for emissions, fogging, and odor control. Furthermore, the series complies with REACH SVHC and RoHS regulations, ensuring the absence of restricted chemicals or hazardous substances according to European standards.

Media Contact

Marlen Sittner
Head of Digital Marketing
Team Corporate Communications
Phone: +49 8638 9810-272
marlen.sittner@kraiburg-tpe.com

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

Press Release

KRAIBURG TPE Elevates the Automotive Thumbwheel with Flexible TPE Solutions

Kuala Lumpur, December 2023

Page 2 of 4

KRAIBURG TPE's commitment to **sustainability** <https://www.kraiburg-tpe.com/en/sustainability> is exemplified by the in-process recycling capabilities of these TPEs. Manufacturers can recycle excess or leftover material, contributing to resource conservation and environmentally responsible production of thumbwheel controls.

Beyond the AD1/AP series, KRAIBURG TPE provides specially developed TPE compounds made to meet the unique specifications of automakers. This commitment to customization ensures that every interior component meets the highest standards of performance and design.

Sustainability successes of our TPEs

Besides thumbwheel applications, KRAIBURG TPE's recent sustainability innovations include a series of material solutions specially developed for automotive, consumer, consumer electronics, wearables and industry applications. Comprising up to 48% post-consumer recycled (PCR) and 50% post-industrial recycled (PIR) content, the material complies with multiple global standards such as FDA raw material compliance, RoHS and REACH SVHC requirements. KRAIBURG TPE also provides customers with product carbon footprint values.

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.

Press Release

KRAIBURG TPE Elevates the Automotive Thumbwheel with Flexible TPE Solutions

Kuala Lumpur, December 2023

Page 3 of 4



(Photo: © 2023 KRAIBURG TPE)

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

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



Press Release

KRAIBURG TPE Elevates the Automotive Thumbwheel with Flexible TPE Solutions

Kuala Lumpur, December 2023

Page 4 of 4

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 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.