

## Press Release

**KRAIBURG TPE: Stylish, Sustainable TPEs for Cutting-edge Mobile Accessories**

Kuala Lumpur, January 2024

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### **KRAIBURG TPE: Stylish, Sustainable TPEs for Cutting-edge Mobile Accessories**

The mobile accessories market is experiencing an unparalleled surge in demand as consumers seek out more cutting-edge, functional, and fashionable smartphone accessories. To meet this expansion, KRAIBURG TPE proudly introduces the RC/AD1/AP series, which provides an innovative solution to mobile accessories manufacturers.

Mobile accessories consist of a wide product range, including earbuds, pop grips, protective cases, selfie sticks, and tripods. Today's consumers are more willing to spend on the latest technologies to improve their smartphone experiences and personalize their gadgets.

KRAIBURG TPE's RC/AD1/AP series is engineered to provide a variety of advantages to meet the dynamic needs of both customers and mobile accessory manufacturers with:

- **Sustainability** <https://www.kraiburg-tpe.com/en/sustainability>: a hardness-dependent post-industrial recycled content of 34-50% aligns this series with the industry's growing preference for sustainable materials.
- **Versatility**: the hardness range between 60-80 Shore A allow manufacturers to cater to diverse functional requirements in their accessory designs.
- **Enhanced feel and aesthetics**: **THERMOLAST® R** <https://www.kraiburg-tpe.com/en/recycling-content-tpe> RC/AD1/AP provides a soft-touch surface and a non-sticky feel for cases, covers, grips, buttons, and more to enhance the overall appeal, comfort, and grip of mobile accessories.
- **Durability and flexibility**: the series' excellent mechanical properties offer durability, impact resistance, and flexibility in molding for

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designers to unleash their creativity and create stylish, functional accessories.

- **Compatibility:** the series exhibits strong adhesion with polar thermoplastics like ABS, PC, and PC/ABS through the injection molding process.
- **Color Options** <https://www.kraiburg-tpe.com/en/coloring>: Given the importance of colors in mobile accessories, the RC/AD1/AP series can be customized in a wide range of appealing colors to suit customer preferences.
- **Safety Compliance:** The series is compliant with RoHS and REACH SVHC requirements and has undergone rigorous testing, including UL 94HB, ISO10993-5 (Cytotoxicity), and ISO10993-23 (Skin Irritation), ensuring both performance and safety.

The RC/AD1/AP series finds **ideal applications** <https://www.kraiburg-tpe.com/en/consumer-electronics-sustainable-innovation> in mobile cases and covers, tripod grips, pop grips, selfie stick handles, wireless earphone or headset components, and more.

### **Sustainability successes of our TPEs**

Besides mobile accessories 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.

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For high-resolution photography, please contact Bridget Ngang  
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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.