

Press Release

KRAIBURG TPE harnesses the soft touch experience

Kuala Lumpur, October 2019

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KRAIBURG TPE harnesses the soft touch experience

Today's consumers are drawn to the sensory appeal of products, which influences their acquisition decisions. Soft touch thermoplastic elastomers (TPEs) are increasingly being used in products to meet these requirements, owing to their design flexibility and high performance, making them suited for a broad range of applications.

Sensory details of a product such as its varying texture, weight, and hardness can be appreciated through touch. This creates a persuasive effect while at the same time promotes product differentiation and branding in the marketplace.

The soft touch TPEs are designed to enhance the tactile appeal of surfaces as well as the functional parts of products, including packaging, household goods, toys, healthcare devices, personal care tools and sports equipment.

Harnessing the soft touch experience

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom solutions for multiple industries, offers high quality and custom-engineered TPE compounds. Its TPEs are offered in different hardness, color and clarity; and with the robust mechanical properties, it makes them suited for a broad range of applications.

KRAIBURG TPE's THERMOLAST® K series can provide the desired degree of pleasant soft touch feel, and render a comfortable, soft grip. The series offers coloring options, to deliver the desired intensity and required effects, as well as excellent adhesion to PP.

The FC/AP series is an ideal solution for applications with food contact that require the soft touch feel. Possible applications include packaging, foldable

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bowls, baby cutlery, teething rings, interdental sticks, kitchenware handles and many more.

KRAIBURG TPE takes into account the established market requirements such as Regulation (EU) No 10/2011, FDA – Code of Federal Regulations (CFR) Title 21, EN 71/ 3.

Another ideal solution is the GP/AP series for applications that require the soft touch feel for products such as insoles, basket grips and floor mats. This TPE series features in color ability and good mechanical properties with excellent adhesion to PP.

Easy processing and added advantages

Enabling easy processing, the FC/AP and GP/AP series can be over molded onto rigid plastic grips in an injection molding process, to create a distinctive, cushioned feel without compromising the stiffness and strength of the underlying structure.

KRAIBURG TPE's series are not only used as hard-soft combinations, soft-touch designs or functional elements, but also as impact resistance modifiers.

Focus on total customer satisfaction

KRAIBURG TPE offers a wide range of TPE products and custom solutions that cater to multiple industries. Moreover, it extends a service package designed to provide support throughout the entire process: from technical expertise on customized compound modification; and individual advisory from its competent and market specific experts and worldwide onsite representations; to one-of-a-kind customer service support for a worry-free sales and service process.

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About KRAIBURG TPE

KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. From its beginning in 2001 as a subsidiary of the historical KRAIBURG Group founded in 1947, KRAIBURG TPE has pioneered in TPE compounds, today being the competence leader in this industry. With production sites in Germany, the U.S., and Malaysia, the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and strictly regulated medical sectors. The established THERMOLAST®, COPEC®, HIPEX®, and For Tec E® product lines are processed by injection molding or extrusion and provide numerous processing and product design advantages to manufacturers. KRAIBURG TPE features innovative capabilities as well as true global customer orientation, customized product solutions and reliable service. The company is certified to ISO 50001 at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all global sites. In 2018, KRAIBURG TPE, with 640 employees worldwide, generated sales of 189 million euro.