

## BUSINESS MISSION

We are the world's competence leader in supplying custom-engineered TPEs backed by a strong global network and state-of-the-art production facilities in Europe, Asia Pacific (Malaysia and in future China) and Americas.

We specialize in providing custom-engineered TPE material solutions to create added value for our customers through our products, service and support capabilities.

We operate with a market-driven strategy and ongoing commitment to meeting the critical demands of our customers through-out the automotive, consumer, industry and medical markets.

We apply our expertise around providing customer solutions with a high level of quality, service, responsiveness and unique product innovations.

We measure our success on market position, rate of innovation, productivity, attractiveness for high performing staff, cash flow and profitability.

We have a social and environmental responsibility towards long-term climate and environmental protection to improve our daily lives. We measure

our progress with ambitious goals focused around the targets of the global compact to develop Sustainability as a core competence.

We encourage a sense of responsibility among our employees for their own health and well-being by a comprehensive health management.

KRAIBURG TPE lives through its employees, and our people make things happen. Each individual task has top priority for us, and we meet the challenges we face through teamwork based on mutual trust.

Safety is the first consideration in all operations. Corporate activities are conducted to the highest ethical and professional standards.

**January 2022**



**Oliver Zintner**  
CEO