

Press release

KRAIBURG TPE bridges the China Market with WeChat

October 2018

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KRAIBURG TPE bridges the China Market with WeChat

Technology is undeniably becoming more important in our daily lives.

KRAIBURG TPE, the leading global manufacturer in thermoplastic

elastomers now seeks to connect better with the world beginning with

WeChat, China's most popular social messaging app on 30th October 2018.

Shanghai, China October 2018. KRAIBURG TPE is now taking the lead in the TPE world with WeChat to connect, share and communicate with its customers, sales partners and the public with its latest TPE innovations, technical leadership and industry breaking news.

Targeted chiefly to the China market, this initiative is part of the TPE leader's commitment to provide world-class solutions as the company equates its success with customer satisfaction via an innovative quality concept that takes products, processes, and people into account.

KRAIBURG TPE takes pride in its ability to introduce exceptionally high-quality and custom-engineered compounds. Leveraging WeChat as its marketing channel, KRAIBURG TPE is confident of better supporting its customers by offering technical expertise, individual advisory, and one-of-a-kind customer service.

KRAIBURG TPE strives to live up to its motto – "custom-engineered TPE and more" by making customers' challenges as its own and doing more by staying right by their side.

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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 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 US, and Malaysia the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and for the 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 2017, KRAIBURG TPE, with 620 worldwide employees, generated sales of 178 million euros.



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