

Press Release

KRAIBURG TPE Transforms Consumer Electronics with Sustainable Innovation

Kuala Lumpur, September 2023

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KRAIBURG TPE Transforms Consumer Electronics with Sustainable Innovation

Consumer electronics have become an essential part of our daily lives in today's fast-paced world, with the demand for more sustainable and eco-friendly solutions. Responding to this growing need, KRAIBURG TPE, a global manufacturer in thermoplastic elastomer materials and tailored solutions, proudly presents its groundbreaking THERMOLAST® R RC/AD1/AP series, designed exclusively for Asia Pacific **consumer electronics applications**.

<https://www.kraiburg-tpe.com/en/enhanced-ergonomics-consumer-electronics>

Consumer electronics continue to shape the way we interact and connect, and the introduction of the THERMOLAST® R RC/AD1/AP series is set to redefine these interactions. This series represents a leap forward in **sustainable innovation**, <https://www.kraiburg-tpe.com/en/sustainability> bringing along a host of advantages to meet modern world demands and for responsible manufacturing.

Combining Durability with Aesthetic Excellence

At the heart of the THERMOLAST® R RC/AD1/AP series lies an unparalleled polar adhesion to ABS, PC, and PC/ABS materials, setting it apart as a versatile and indispensable component in consumer electronic applications. Available in black, natural, and pre-coloration options, this series elevates the aesthetics of consumer electronics with its trendy and stylish touch.

The RC/AD1/AP series, with its eco-friendly composition, incorporates a significant post-industrial recycled content ranging from 34 to 50%. By embracing **recycled materials**, <https://www.kraiburg-tpe.com/en/innovative->

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[recycled-tpe-asia-pacific](#) this innovative TPE actively contributes to waste reduction and the conservation of valuable resources, making it a significant choice for sustainable manufacturing practices.

Safe and Environmentally Friendly

The THERMOLAST® R RC/AD1/AP series offers an array of material advantages, such as 60-80 Sh A hardness range, smooth touch with a non-sticky surface, and superior adhesion to PC, ABS, and PC/ABS materials. This series is compliant with RoHS and REACH SVHC requirements, and having undergone rigorous testing for UL 94HB, ISO10993-5 (Cytotoxicity), and ISO10993-23 (Skin Irritation), ensuring both performance and safety. Furthermore, its optimized mechanical properties, along with its availability in natural, black, and pre-colored options, provide an ideal canvas for creative consumer electronic applications.

The THERMOLAST® R RC/AD1/AP series is ideal for wearable applications like earphones and wristbands, handles and grips, household articles, and game consoles, offering functional excellence and a commitment to a greener and more responsible future.

Sustainability successes of our TPEs

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.

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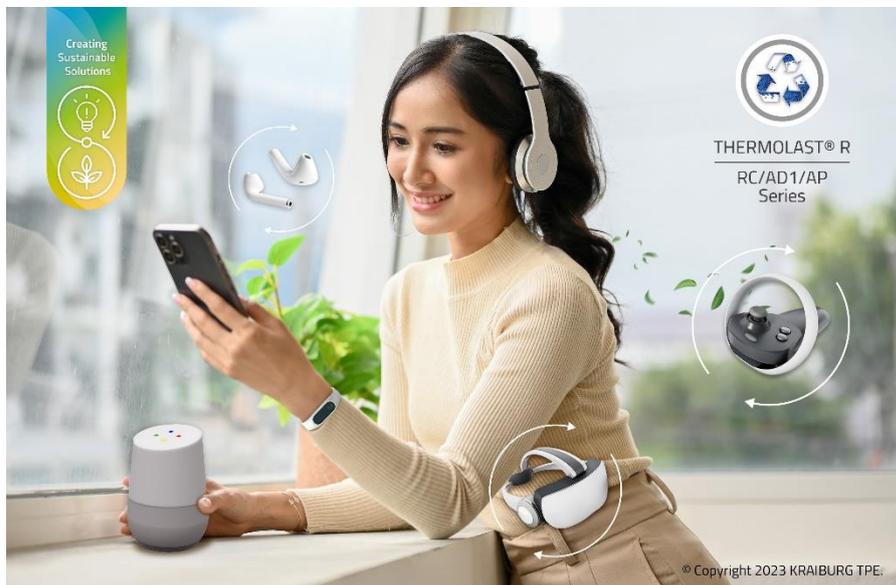
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Are you looking for a sustainable TPE solution? [Talk to us!](#)

Our experts are happy to answer any questions you have, as well as to offer the right solution for your application.



(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:



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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.